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THE NATIONAL NEWSPAPER OF MARKETING

Seven Men Named to New Top D-F-S Exec Committee

Agency Lists New Promotions; Birch Named Exec VP

BULLETIN

New York, Jan. 2—Dancer-Fitzgerald-Sample will announce Monday its appointment by Charmin Paper Products, a subsidiary of Procter & Gamble, to handle a new two-ply bathroom tissue called White Cloud.

NEW YORK, Jan. 2—Dancer-Fitzgerald-Sample, which gained perhaps $8,000,000 in new billings in 1958, and which suffered the loss through death of Board Chairman Mix Dancer, has placed executive responsibility for the agency with a seven-man committee and has made a number of promotions.

Chester T. Birch, formerly vp, has been named exec vp; Fred T. Leighty, vp and secretary, has been

Fred T. Leighty

Chester T. Birch

named administrative vp; William F. Maughan, vp and treasurer, added the post of business manager. Clifford L. Fitzgerald continues as president.

Five officers were named senior vps. They are Lyndon O. Brown,

(*Continued on Page 57*)

S. C. Johnson Enters Liquid Detergent Field with Bravo

PITTSBURGH, Dec. 31—Bravo, a new liquid detergent household cleaner manufactured by S. C. Johnson & Son, Racine, Wis., is being tested in the Pittsburgh market.

The new product, which marks Johnson's entrance into the liquid detergent field, is being promoted with full-color page ads in the Sunday supplement of the *Pittsburgh Press* and a saturation spot tv campaign on two local stations. A total of 52 one-minute spots have been running weekly.

Bravo is being marketed in unbreakable, plastic bottles in two sizes—14 oz. and 26 oz. The smaller bottle is retailing at 47¢ to 49¢ while the larger bottle has been selling at 77¢ to 79¢.

Foote, Cone & Belding, Chicago, is the agency. #

BRAVO—*S. C. Johnson & Son is promoting its new Bravo household cleaner with page full-color ads in the Pittsburgh Press' Sunday magazine. A saturation spot tv push on two Pittsburgh stations also is being used.*

Electric Shaver Makers Drop Trade-in Policies as Price Confusion Grows

NEW YORK, Dec. 31—There are stubbly days ahead for the electric shaver business.

Last week Schick Inc. announced that effective Feb. 20 it would discontinue trade-in allowances on all Schick shavers.

On Dec. 1 Remington Rand announced withdrawal of trade-ins on the Remington Rollectric effective Jan. 1. And there are strong indications that further changes will be announced at a national sales meeting in Miami next week. At present trade-ins are still available on the Remington Auto-Home and Worldwide models.

Ronson is giving "serious consideration to possible changes" in its trade-in setup and expects to reach a decision within three weeks. Ronson currently offers trade-ins on all models.

Sunbeam notified its dealers and distributors on Nov. 21 that trade-ins on the Sunbeam Shavemaster would be discontinued on Nov. 24. The company has never had trade-in allowances on its other shavers—the Rollmaster and its ladies line—except on special occasions.

Sunbeam has given its dealers until Feb. 2 and its distributors until Feb. 16 to turn in the trade-ins for full allowances. Sunbeam said it decided to drop the policy because dealers and distributors complained that the trade-ins are a nuisance. Sunbeam points out that it was the first to drop the trade-in plan and Remington was second. Sunbeam consumers were allowed $5 off for trade-ins.

■ The Schick move is a reversal of policies announced earlier in the year. As part of a Father's Day promotion last May Schick offered to accept "anything that shaves" for a trade-in allowance

(*Continued on Page 57*)

Levathes, Mountain in New Posts; Y&R Alters Radio-TV Setup

NEW YORK, Jan. 2—An intra-agency shift this week gave Young & Rubicam a new radio-tv boss and a new business head and left a still-to-be-filled vacancy for a top media executive.

In as head of the expanded tv-radio department went Peter G. Levathes, formerly media vp. Mr. Levathes will replace Robert P. Mountain, who shifts to vp in charge of the new business department. The new business spot has been open since William Howard left Y&R for J. Walter Thompson Co. (AA, Oct. 20), following George H. Gribbin's appointment as a president of Y&R (AA, Oct. 27).

Young & Rubicam, the No. 3 agency in radio-tv billings, reportedly has been considering revisions in its radio-tv management staff for some time. From time to time there were reports that the agency was trying to hire back some of the big names who played

(*Continued on Page 61*)

Butter-Nut Coffee Appoints D'Arcy, Tatham-Laird

T-L Gets $1,000,000 Share; D'Arcy's (Western) Portion Is About $500,000

OMAHA, Dec 31—Paxton & Gallagher Co., maker of Butter-Nut regular and instant coffees, today ended a 34-year relationship with Buchanan-Thomas Advertising Co., and split its $1,500,000 account between Tatham-Laird, Chicago, and D'Arcy Advertising Co., St. Louis.

Tatham-Laird, which will begin billing on the account March 1, will handle all of the company's advertising east of the Rockies. D'Arcy takes over its portion of the account Jan. 1 and will handle all advertising west of the Rockies. T-L's billings will amount to more than $1,000,000 while D'Arcy's por-

(*Continued on Page 60*)

Account Shifts Bunch in Switch-Prone Fields

In '58 Switching Was Mainly in Cosmetics, Beers, Cars, Dog Foods

(*See tables on Pages 28 and 29*)

NEW YORK, Dec. 31—For the past couple of years, advertisers have changed agencies with frightening rapidity. Elsewhere in this issue the major account changes of 1958 are tabulated. But the question remains, why are advertisers shuffling agencies with such rapidity and regularity?

Part of the answer lies in the *business of the advertiser*. For instance, in 1957 there were a rash of changes in *airline accounts*. *Brewers* have been notably restive in the past five years, as beer sales either stayed static or dropped, and concentrated within the industry. For the first time in years, 1958 was a notable year for account changes in the *automobile business*. *Dog food accounts* were shuffled repeatedly. The *cosmetics business* produced more than its share of account changes.

■ In 1958, these trends were reinforced. Only three airlines appear in the table on Pages 28 and 29: KLM Royal Dutch Air Lines, which changed its mind and went to Erwin Wasey, Ruthrauff & Ryan after all, and National Airlines, which went to McCann-Erickson, and Swissair, which has yet to place its North American account.

The brewers continued to shift, with national brands struggling for market dominance and the regional and local brewers struggling to retain shelf space and distribution.

In 1958, Pabst Brewing, Jacob Ruppert, G. Heileman Brewing Co., and West End Brewing all named new agencies, and Jos. Schlitz named Grant to handle a new brand, Old Milwaukee. Blatz was bought by Pabst, and the top management team of Blatz moved into Pabst. It was significant in this business that the top 25 brewers

(*Continued on Page 57*)

White Sewing Machine Names Meldrum Agency

Account Is Resigned by F&S&R; Dwindling Billing 'Made It Costly'

CLEVELAND, Jan. 2—In the wake of the resignation of its account yesterday by Fuller & Smith & Ross, White Sewing Machine Corp. today assigned its advertising to Meldrum & Fewsmith.

F&S&R told ADVERTISING AGE that it was leaving White because of the "cost of servicing" the sewing machine company. F&S&R has been the White agency for nearly four years, succeeding Batten, Barton, Durstine & Osborn (AA, March 28, '55).

■ AA learned that White invested less than $50,000 in national advertising this year, although the company spent about $500,000 for co-op advertising with its dealers. In 1956, White announced its largest postwar ad budget and said it would spend $2,000,000 almost exclusively in print media (AA, Feb. 6, '56).

In 1957, White suffered a major business setback when it lost its major sewing machine account, Sears, Roebuck & Co., which re-

(*Continued on Page 61*)

Last Minute News Flashes

Johnstone Joins Calkins as Vice-Chairman

NEW YORK, Jan. 2—Edmund F. Johnstone, former partner and exec vp of Dowd, Redfield & Johnstone, has been elected a director and vice-chairman of the board of Calkins & Holden. Mr. Johnstone was president of Redfield-Johnstone before its merger with John C. Dowd Inc., Boston. Mr. Johnstone declined to confirm reports that some DR&J accounts will follow him to Calkins & Holden, as observers expect them to do. Calkins & Holden said that the tentative discussions of merger with Edward H. Weiss & Co. have been discontinued.

Gumpert, Terry Join New Geyer Agency

NEW YORK, Jan. 2—Edward A. Gumpert, formerly general product manager of the toilet articles division of Colgate-Palmolive Co., has joined the new Geyer, Morey, Madden & Ballard agency as vp and chairman of the marketing plans committee. Arthur L. Terry, formerly media director in the Detroit office of the Kudner Agency, has switched to a similar post in Geyer's Detroit shop.

Mann-Ellis Gets DKW Auto Account

NEW YORK, Jan. 2—Mann-Ellis, the old Renault agency, has been appointed to handle national advertising for the German-made DKW automobile. DKW American Inc. plans to spend an estimated $250,000 for advertising this year.

(*Additional News Flashes on Page 61*)

Cluett Switches Arrow Account to Lennen & Newell

Business Has Been at Y&R for 25 Years; Y&R Seen Keeping Sanforized

NEW YORK, Jan. 2—Cluett, Peabody & Co., New York, has switched its Arrow domestic advertising from Young & Rubicam to Lennen & Newell, after a stay of more than 25 years at Y&R. The account is estimated by ADVERTISING AGE to involve about $2,000,000 in billings. It was understood that Y&R retains the Sanforized division of Cluett, Peabody.

The agency switch followed the resignation last month of J. Baxter Gardner, who was Cluett's vp in charge of advertising and sales promotion. Mr. Gardner continues in an advisory capacity till mid-1959. A. O. Buckingham, onetime vp and ad director, as well as a director of the Cluett operation, who left the company about eight years ago, is currently managing director of Young & Rubicam's London office. Y&R handles Cluett's international business. #

Consumer Buying Power to Expand in Decade Ahead

Commerce Dept. Projection Notes Biggest Gains in Non-Farm Family Units

WASHINGTON, Dec. 31—Consumer purchasing power should increase even more rapidly in the next decade than it has in the past, according to a Department of Commerce analysis which became public today.

With average family income exceeding $6,000 by 1957, the study points out that the postwar U. S. economy provided a mass market for relatively expensive types of consumption goods and services.

In the 1960s the Commerce Department's experts expect this mass market to continue its growth. For non-farm multi-person family groups alone, it estimates an increase from 38,400,000 units in 1956 to 48,000,000 by 1970, while average income from this somewhat select population segment would go from an actual $7,150 in 1956 to a possible $9,300 in 1970.

(For statistical purposes, data on "family" income covers more than

(Continued on Page 59)

'Family Pear Time' Is Theme of Second Pear Bureau Drive

PORTLAND, Ore., Dec. 30—"Family Pear Time" is the general theme of the second 1958-59 advertising and sales promotion campaign for Anjou, Bosc and Comice winter pears from West Coast orchards, slated to begin the second week in January.

The first in the series of promotions was held in mid-November, built around the theme, "All good things come in pears" (AA, Nov.'17).

The upcoming campaign will last for approximately three weeks and will include a series of up to eight ads in newspapers in about 50 cities. Radio saturation spots will be used over approximately 75 stations in key fruit consuming areas.

■ Display material, using the theme, "It's family pear time; everybody likes pears, they taste so good," is available through nine merchandising representatives of the Oregon-Washington-California Pear Bureau, sponsor of the drive.

Richard A. Patterson, general manager of the bureau, said supplies of pears are ample for this time of the year, and Anjou supplies will last through May.

A third and final drive on behalf of pears will break in the major markets early in March, with the main emphasis on Anjous. It will use a "Fresh as spring" slogan. #

DISCUSSING MERGER—*Ian R. Dowie, president of Carling Brewing Co., Cleveland, and Norman Davis, president of Heidelberg Brewing Co., Tacoma, Wash., at recent meeting to discuss acquisition of the Tacoma brewery by Carling, which became effective Dec. 31. The latter will continue to produce and distribute the Heidelberg brand, and later will produce Carling Black Label beer and Red Cap ale at the Tacoma plant for shipment throughout the West.*

Officials Avoid Ruling on Howard Johnson Poster Dilemma: Does 1 Plus 1 Equal 2?

GUILFORD, CONN., Dec. 30—Question before the house: Does an illegal sign become legal when the illegal sign is divided into two legal signs having the same effect as the illegal sign?

The Guilford town planning and zoning commission, called upon to untangle this situation, pondered long and hard before handing down a Solomon-like decision.

The question arose this way: Several months ago, John C. Braman, owner of the Howard Johnson restaurant on Branford's Boston Post Rd., asked permission to erect a 96 sq. ft. sign facing the Connecticut turnpike. Oliver Bowen, zoning enforcement officer, refused, on the ground that the maximum size allowed by law was 48 sq. ft. An appeals board upheld the decision.

Several weeks later, Mr. Braman showed up again. This time, he said, he wanted permits for two signs—each to measure 48 sq. ft. Permission was granted.

■ Now there are two signs standing on a hill off Moose Hill Rd., facing the turnpike's west-bound lane. As a matter of fact, they stand side by side, only inches apart.

The one on the left reads: "Howard." The one on the right says: "Johnson."

The left-hand sign says: "7 miles ahead." The sign at right says: "On Route 1—West."

Zoning commissioners, took a look at the sign(s) and went into a huddle. Is (are) this (these) one sign or two?

The commission's solution probably will not set any legal precedent, but it's a model of issue-ducking. It ruled that no signs can be allowed in a residential "A" district, and that the permits were issued through an error

So be it one or two, that (those) sign(s) will have to come down. #

'Faulty' Raleigh Premium Is Called Death Cause in Suit

MILWAUKEE, Dec. 30—An Omaha woman last week filed a $150,000 damages suit against Brown & Williamson Tobacco Corp. in circuit court here. She alleged that her husband died of an electric shock from a drill he received in exchange for Raleigh cigaret coupons.

Mrs. Helen Robbins charged in her suit that her husband, Donald, 41, died May 1, 1957, after being shocked by the drill. She is the mother of seven children.

Mrs. Robbins said the drill was guaranteed, and contended that the tobacco company is liable for breach of warranty. The drill was manufactured by a Milwaukee company not named in the suit.

■ In Louisville, Brown & Williamson said the case is in the hands of its insurance company, and added that the insurance company will contest the suit. #

Long Adds San Martin Wine

Long Advertising, San Jose, has been appointed to direct advertising for the San Martin Vineyards Wine & Champagne Co. The account will be in addition to the San Martin Italian Kitchen wine vinegar and imported olive oil products, which Long has been handling. Initial campaign plans call for use of San Francisco Bay Area newspapers and outdoor advertising.

Flynn Sells 'Popular Science' Stock; Proceeds for 'Salesman'

Ralph H. Flynn, who resigned as president of Popular Science Publishing Co. and purchased *American Salesman* from his former employers (AA, Dec. 22), has sold his stockholding in *Popular Science* back to that company. Mr. Flynn said his holdings were "modest" and that he would put the proceeds into *Salesman*.

Ted Bates Names 3 VPs

Ted Bates & Co., New York, has appointed three vps. They are John Doherty, an account executive and assistant vp; Stewart P. Brown, a creative supervisor, and Jules J. Dickely, a copy supervisor.

To Each His Own . . .

Chevrolet Shows 'Finicky' Buyers the Option Way

DETROIT, Dec. 30—General Motors is no longer satisfied with telling buyers to "see the U.S.A. in a Chevrolet." It also wants them to pick their own "tailor-made" Chevrolet, and it is launching an ad drive to show them how to do it.

In a series of six full-page b&w ads, Chevy is putting buyers with special interests wise to ways of finding suitable options for personal tastes or needs.

One ad, for example, will show a traveling salesman choosing a Chevy which "combines top economy and extra comfort for long trips in a Biscayne two-door equipped with Hi-Thrift 6, overdrive, automatic throttle-holder, foam rubber seat padding and fresh air heater."

■ Another ad tells the story of a young architect with a "Corvette appetite, one-car budget and a family of wife and three children." He "designs" his Chevrolet "to handle like a sports car with room for five by selecting the optional 290 h.p. fuel injection V8, four-speed transmission, limited-slip Positraction rear axle, 8.00 x 14 tires and seat belts."

Other ads will cover more mechanical conveniences of optional equipment.

The ads will run in *Hot Rod, Mechanix Illustrated, Motor Life, Motor Trend, Popular Mechanics* and *Popular Science*.

Campbell-Ewald is placing the schedule. #

Brundage New President of 'Herald Tribune'

NEW YORK, Dec. 30—Ogden R. Reid today confirmed reports circulating here for weeks that he has resigned as president and editor of the *New York Herald Tribune*.

Mr. Reid's resignation as chief executive of the daily had been expected since August, when John Hay Whitney, longtime friend of the Reid family and head of Plymouth Rock Publications, acquired control of the newspaper for an undisclosed sum (AA, Sept. 1).

■ Succeeding the 33-year-old Mr. Reid as president is Howard D. Brundage, chairman of the *Tribune's* executive committee and secretary-treasurer of Plymouth Rock, which also controls the Sunday supplement, *Parade*. In charge of editorial operations until an editor is named is George A. Cornish, executive editor.

Mr. Reid said both he and his brother, Whitelaw Reid, will continue as members of the *Herald Tribune's* board of directors.

■ Grandson of Whitelaw Reid, whose predecessor was the journalistic giant, Horace Greeley, Ogden (Brownie) Reid has had a meteoric newspaper career. Graduating from Yale in 1949, he quickly moved from a reporter on the local staff to the *Herald Tribune's* Washington bureau. At 28 he became director of the daily's European edition and in 1955, at 30, was named president and publisher of the *Herald Tribune*, succeeding his brother, Whitelaw. #

From Appliances to Ballots . . .

GE Flexes Political Muscles, Plans to Make More Effective Use of Ads

Business Man Must Get Into Politics to Save Our System, AA Is Told

NEW YORK, Dec. 30—General Electric Co. believes the time is over-ripe for business men to take a stand as business men on political issues that affect business if the American economic system is to survive.

Nine months ago it set up a special government relations service within the company. It is headed by Hoyt P. Steele, formerly president of Benjamin Electric Mfg. Co., Des Plaines, Ill., who joined GE in November, 1957.

Mr. Steele spoke frankly, in an interview with ADVERTISING AGE, about GE's political position. The company, he said, will take a stand on political issues but will not go into politics.

■ "It is entirely proper for a corporation to take a stand on political issues which affect the welfare not only of its business but also the economic climate of the country," he said.

But, Mr. Steele emphasized, "this stand should be objective and non-partisan and should not involve specifying candidates."

Last fall GE took a stand on the right-to-work laws that were presented to voters in six states—California, Colorado, Idaho, Kansas, Ohio and Washington. GE spent $22,000 for newspaper advertising advocating indorsement of the proposed legislation in California, and probably about half of that amount in Washington. It did no advertising in any of the other states.

■ The issue was highly controversial. Organized labor fought the right-to-work laws vigorously and effectively. The proposed legislation was defeated everywhere but in Kansas.

Why?

"Very simple," Mr. Steele said. "It was a case of a bunch of amateurs up against a bunch of pros. It was a two-month campaign. It was virtually over before we got started. There was just not enough time to get rolling. But we learned a lot that will be very valuable."

Asked about customer reactions, and labor's charge that GE's use of advertising for a political issue was a misuse of corporate funds, Mr. Steele smiled wryly.

(Continued on Page 62)

"Too many business men neglect responsibility for public affairs. Being afraid to speak out can be fatal."

Agencies' New Business Setups Mostly Informal

Fewer Than Half Have Separate Function; Few Use House Advertising

CHICAGO, Dec. 31—Despite the demonstrably unstable relationships of agencies and clients, advertising agencies tend to maintain only haphazard organizations devoted to securing new business, a study by two Northwestern University graduate marketing students indicates.

Only among agencies billing more than $25,000,000 annually is new business a separate function in a majority of cases, and even at this size level only three agencies out of five have separately organized new business departments. Among all agencies, only 47% have separately organized new business functions; and among the 53% which do not recognize new business as a separate function, 27% say it will "definitely not" be given such status, and another 50% say it is "not likely" to be separately organized.

■ The findings were uncovered by Donald B. Weber and Richard D. Thomson last summer in a questionnaire and personal interview study of the 32 agencies billing over $25,000,000 as shown in the

(Continued on Page 54)

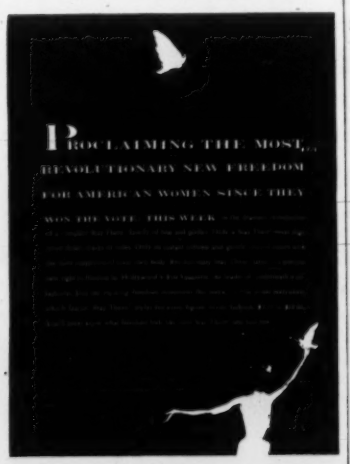
Vassarette Rekindles Suffragette Fervor to Boost V-ette Bras

LOS ANGELES, Jan. 2—Pointing up its new "stay there" foundationwear line, Hollywood V-ette Vassarette, a division of Munsingwear, will launch a new advertising and promotion campaign Jan. 5—"Join the Stay There Freedom Movement"—at the New York market week trade show. National advertising will break Feb. 21 and 23 in *Life* and *The New Yorker*.

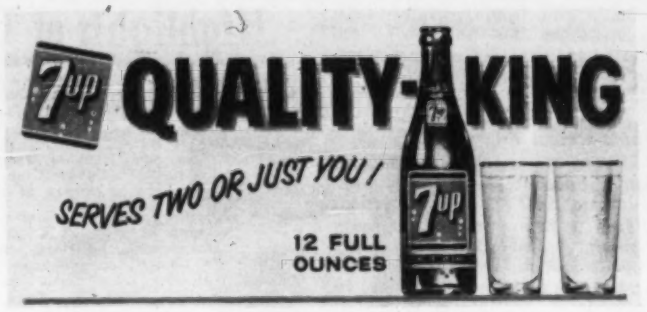
The campaign slogan is based on the construction features in the company's 15 foundationwear garments, all designed to allow women a greater freedom of movement.

In announcing the promotion, Walter A. Schieman, general manager of Hollywood V-ette, said, "This is a theme designed to be used throughout the year, unlike the usual one-week flash that is

(Continued on Page 59)



PROCLAMATION — *Hollywood V-ette Vassarette, a division of Munsingwear Inc., launches its new "Stay There!" campaign with this b&w page in The New Yorker, Feb. 21, and Life, Feb. 23. Carson/Roberts, Los Angeles, is the agency.*



KING-SIZE 7 UP—*This new outdoor poster for 12 oz. Seven-Up bottles, which are now being distributed in about half the markets in the U. S., was created by J. Walter Thompson Co.*

Newspaper Strike Shaved Yule Sales, Most Agree, But Sales Were High

'Women's Wear' Guesses Christmas Volume Was 3%-5% Ahead of 1957

NEW YORK, Dec. 30—A strike by delivery men which shuttered New York daily newspaper plants for 19 days was ended Sunday night and residents yesterday swarmed to newsstands to pick up their favorite daily reading.

It was estimated that the seven daily papers lost out on about $25,000,000 in advertising and circulation revenue.

Whether the absence of newspaper advertising had a decisive influence on retailers' sales volume during the pre-Christmas period was a question today.

The department of commerce of New York City put retail sales losses at $10,000,000. The board of trade said department store sales were off slightly and that specialty shops were much harder hit. But *Women's Wear Daily* yesterday estimated Christmas volume at 3% to 5% ahead of last year in the city itself and 7% to 9% ahead in the entire metropolitan area.

■ Estimates of retail sales volume as compared with last year were admittedly slightly awry because last Dec. 9 New York experienced a subway strike which lasted until Dec. 16 and which cut into pre-Christmas selling. Sales mounted sharply at the end of the subway stoppage last year.

L. Tannenbaum, advertising manager of Gimbel's, guesstimated that the strike cut into the store's December sales volume by about 2%. Without a strike, volume for the two weeks before Christmas probably would have been about 5-7% higher, he said. Despite the strike, however, the store finished the Christmas selling season "well ahead of last year."

■ "Without the strike," said Mrs. Frances Corey, retiring senior vp for advertising and sales promotion at Macy's, "we would have had the most sensational Christmas in our history. Even with the strike we had a very good Christmas.

"We always consider a $2,000,000 day as a very wonderful thing, and this year we had several. While we did lose mail and phone orders (stimulated by newspaper advertising), we picked up business in other areas because of the heavy traffic that passes through

(Continued on Page 35)

New Yorkers Missed News, Then Ads, in Strike, Blair Finds

NEW YORK, Dec. 30—Just how much did New Yorkers miss their newspapers during the long strike?

The Blair radio-tv station representative companies commissioned Trendex to make a 1,000-interview study on Dec. 19, after the news blackout had been in effect nine days, to find out.

Nearly 60% of the respondents said they had been inconvenienced by the lack of newspapers; 35.9% of the people said the strike was not an inconvenience to them and about 5% of the responses were in the "don't know" or "wouldn't answer" category.

■ In releasing the findings, Edward P. Shurick, exec vp of Blair-TV, said: "I want to emphasize that the Blair companies were not motivated in any sense to take advantage of a competitor because of an unfortunate strike. Many of the stations we represent are owned by newspapers. And broadcasting, unlike the ANPA, has not been guilty of a systematic attempt to discredit the accomplish-

(Continued on Page 35)

Sunbeam Tests New Marketing System on West Coast

CHICAGO, Dec. 30—Sunbeam Corp. will enact a major shift in the marketing of its portable electric appliances starting Jan. 5 in California, Oregon and Washington.

Under the new plan, Sunbeam products will be handled by selected distributors on a fee or compensation basis instead of the usual wholesaler operation which the company has had for years. These distributor agents will get a fee for handling the products but they will not buy or take title to those goods.

All of the agents formerly were Sunbeam wholesalers. Last summer, Sunbeam announced that it was reducing the number of distributors handling its merchandise (AA, June 23), and the distributors who were retained at that time became district agents under the new program.

■ The company said that no resale price maintenance will be involved in the new plan since the sale through the agent will be the original sale by Sunbeam. The first sale is thus from Sunbeam to the dealer, the company said.

Sunbeam also has selected certain retailers who will be offered contracts which will require them to maintain Sunbeam in-store displays and to participate in advertising and promotional programs. The contract dealers and smaller dealers, who will not have contracts, all will be serviced by the distributor agents.

Retailers who buy six or more Sunbeam products at once will get a 32.5% discount off suggested list price. Those who buy fewer than six items will get a 30% discount. #

At Marketing Assn. Meeting...

Gainsbrugh Urges Tax Write-off of Ad Costs

NICB Economist Calls Ads Capital Investment, Asks Tax on That Basis

CHICAGO, Dec. 31—A proposal that advertisers redefine their ad expenditures as investments, rather than business costs, and use them as such to smooth out extremes in business cycles was advanced at the American Marketing Assn.'s 41st annual meeting here this week.

Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board, suggested the redefinition, which would place advertising along with research and development as long-range investments in a company's stability.

He strongly suggested that this advertising investment idea might ultimately be reflected in a corporate tax break for ad funds similar to that granted research and development investments. This would allow advertisers the option of setting up reserves and writing off ad costs over a period of years rather than deducting all at once as a cost of doing business.

■ The major purpose of this change in thinking, Mr. Gainsbrugh said, would be the greater company stability that would result from cushioning what he called "the volatility of private investment" with advertising used as a long-range investment.

The advertising investment, he explained, tends to insure future product consumption in the same way research and new plants assure the equally necessary product development and production. He described this as one method of approaching the economic problem via the demand side of the business cycle equation.

But, Mr. Gainsbrugh pointed out, "The modern concept of

(Continued on Page 30)

Farmer-Advertisers Need Economic, Not Motive Data: Waugh

CHICAGO, Dec. 30—Farmers who are interested in using advertising to sell more products and to expand their markets are more interested in economic research rather than psychological research.

This statement was made last Sunday by Frederick V. Waugh, director of the division of agricultural economics, U.S. Department of Agriculture, in a talk given at a joint meeting of the American Economic Assn. and the American Farm Economic Assn.

"Specifically the farmers want solid statistical facts about the cost of various kinds of promotion, and about their dollars-and-cents effects upon farm income," Mr. Waugh said.

"Psychologists have been doing a lot of exciting work in motivation research and depth interviewing," he said. "Doubtless this kind of research is glamorous and profitable to advertisers. It could greatly change consumer demands and methods of food marketing.

■ "But my own personal belief is that most of the basic trends in consumer preferences for food are desirable—benefiting both consumer and farmer. We don't need to hypnotize consumers into thinking they should go back to more cereals and potatoes at the expense of fresh vegetables and meat; nor that they ought to go back to fat pork, rather than lean.

"The farmer's main interest is not in research intended to induce the consumer to buy food she

(Continued on Page 34)

ARTHUR W. LUNDELL *has been promoted from advertising manager to vp in charge of advertising and marketing of Realemon-Puritan Co., Chicago.*

Computer to Be Test Market of Future: Clawson

AMA Hears Mathematical Simulation of Consumer's Decision Process Is Needed

CHICAGO, Dec. 30—Members of the American Marketing Assn. got a glimpse of how the coming "space age" will apply to them. C. Joseph Clawson, director of consulting services of Facts Consolidated, told the group here today that, "as in the simulation of the probable flight of an intercontinental ballistic missile for a space rocket, it may soon be possible to give trial flights to promotional programs on electronic computers.

"They may make it possible to forecast with greater accuracy the behavior of consumers in response

(Continued on Page 34)

McCall Acquires 'Forecast for Home Econ' from Topics

NEW YORK, Dec. 30—Topics Publishing Co., which acquired *Forecast for Home Economists* in April (AA, April 28), has sold the controlled circulation monthly to the McCall Corp. The sale, for an undisclosed amount, is effective with the February issue.

H. K. Ambrose, head of Topics Food Publications operation, said his company sold *Forecast* after seven months of publication because it was "more of a consumer than a trade publication." Topics publishes *Drug Topics* and *Drug Trade News*, while Food Publications puts out *Food Topics* and *Food Field Reporter*.

Moving to McCall Corp. with *Forecast* is C. Rogers Porter, formerly eastern ad manager, who becomes national advertising manager. Robert K. Darden, of McCall Corp., becomes business manager, and Esther Kimmel continues as editor.

McCall also announced that ad rates will be continued at $950 per b&w page, based on controlled circulation of 49,200. #

Conde Nast Adds 'Bride's Magazine'

Publisher Already Has British 'Brides,' French 'Jeune Mariee'

NEW YORK, Jan. 2—Brides House Inc., publisher of *Bride's Magazine*, has been purchased by Conde Nast Publications. The price was not announced.

Continuing as chief executive officer of Brides House will be Wells Drorbaugh Sr., principal selling stockholder. All employes of Brides House will continue in their jobs.

Bride's Magazine ended 1958 with an advertising volume of over $1,500,000—the best figure in its history. Its spring, 1959, issue, which comes out Jan. 15, "will be its largest issue ever."

I. S. V. Patcevitch, president and chairman of Conde Nast, said the purchase of Brides House, which will be completed in mid-January, was part of his company's long-range expansion plans. "The market of *Bride's Magazine* is a constantly expanding one, offering opportunities for greater achievements in the years ahead," he said. "Its acquisition will further the authoritative position which our company enjoys in the service fields."

Nast publishes *Vogue, Glamour, House & Garden, Vogue Patterns, Brides* (in Great Britain) and *Jeune Mariee* (in France).

■ *Bride's Magazine*, said to be the leading book in its field in circulation (over 660,000 in 1959) and advertising, will continue to be operated at 60 E. 42nd St. and will continue to be printed by the Conde Nast Press, at Greenwich, Conn.

The quarterly was founded in 1934 by Mr. Drorbaugh, who previously had been with the Nast organization for 15 years. He started *Bride's* after serving as advertising manager of *House & Garden*. #

For Foreign Editors Only

Gerard S. Mullin, president of International Communications points out that his *U. S. Industrial Digest*, a new overseas publicity medium, will be distributed only to editors of foreign business publications. A headline in the Dec. 15 ADVERTISING AGE indicating that it would also serve U. S. business papers was in error.

Gibraltar Names Einhorn

Sy E. Einhorn has been named sales manager of the display division of Gibraltar Corrugated Paper Co., Jersey City, N. J. He formerly was on the division's sales staff. The appointment was announced by William P. Katz, who was named vp in charge of the division last September.

Highlights of This Week's Issue

Account switches have been numerous in 1958, especially among airlines and brewers, with automobile and dog food accounts also doing a lot of changing; tables show the shuffling during the past year, and also accounts which have switched two or more times since 1956 ..... **Pages 1, 28, 29**

Paxton & Gallagher Co., maker of Butter-Nut coffee, splits its $1,500,000 account between Tatham-Laird and D'Arcy Advertising Co., ending a 34-year relationship with Buchanan-Thomas Advertising Co. ..... **Page 1**

Cluett, Peabody & Co. switches its domestic Arrow shirt advertising, said to involve billings of $2,000,000, from Young & Rubicam to Lennen & Newell; Y&R apparently retains the Sanforized division of Cluett, Peabody ..... **Page 1**

Dancer-Fitzgerald-Sample places executive responsibility in the hands of a seven-man committee and makes several promotions, including the naming of Chester T. Birch as exec vp and Fred T. Leighty as administrative vp ..... **Page 1**

General Electric Co. explains why it has decided to flex its political muscles and take a stand on political issues, through its special government relations service ..... **Page 2**

Poster problems hit the town of Guilford, Conn., when the zoning commission has to decide whether two legal-size signs placed side by side constitute one illegal sign ..... **Page 2**

Tax write-off for advertising costs is proposed by Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board, at the 41st annual meeting of the American Marketing Assn. in Chicago ..... **Page 3**

Newspaper strike in New York, which lasted 19 days, cost the city's seven daily newspapers an estimated $25,000,000 in advertising revenue, but the guessing is that retail Christmas sales in New York were not hurt too much as a result ..... **Page 3**

Conde Nast Publications purchases Brides House Inc., publisher of Bride's Magazine, which had an advertising volume of more than $1,500,000 last year ..... **Page 4**

Mrs. Frances Corey, who is resigning as Macy's ad chief but will act as consultant to the store while heading West Coast operations for Grey Advertising, feels she is getting the "best of two worlds." ..... **Page 8**

U. S. House of Representatives investigators postpone a proposal to probe tv programming, but agree on a report suggesting new licensing rules ..... **Page 8**

Look television awards are passed out, with two each going to Steve Allen and Fred Astaire ..... **Page 14**

Campbell will go all out in promoting its chicken noodle soup in 1959, using spot radio, magazines, supplements, comics sections, tv and point of sale material ..... **Page 20**

Research in printing has taken great strides, leading to an era in which the print buyer can be more concerned with the end product than with the production process, according to the January issue of Advertising Requirements ..... **Page 22**

Motor Trend will begin awarding a "tested and approved" seal for products in its February issue, following tests by the magazine of the manufacturer's claims for his product ..... **Page 24B**

National brand advertisers are offered some advertising do's and don'ts to compete with non-advertised brands, by J. O. Peckham, exec vp of A. C. Nielsen Co. ..... **Page 42**

James D. Woolf, creative consultant and Advertising Age columnist, lists six ads "I wish were mine" in his regular column ..... **Page 44**

Marketing and public relations have a "distinct relationship," says Henry Harris, head of Henry S. Harris Associates, New York, in a talk before the Optimist Club in Yonkers ..... **Page 50**

Edward J. Noble, 76, board chairman of Beach-Nut Life Savers Inc. and creator of Life Savers, dies Dec. 29 in his home in Greenwich, Conn. ..... **Page 55**

Harry E. Foster, a former speed boat racer, has piloted Foster Advertising Ltd., Toronto, into a $7,250,000 billing berth during the agency's 14 years ..... **Page 56**

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Barlow Names Brewer

Barlow Advertising Agency, Syracuse, has named Edward F. Brewer an account executive. Prior to joining the Barlow agency staff, he held public relations, sales and advertising posts with the Ansco division of General Aniline & Film Corp.

Spiegel Heads TvB Research

Harvey Spiegel has been named director of research for the Television Bureau of Advertising, New York. He formerly was assistant research director.

C&W Elects Peterson

Stanley T. Peterson has been elected a vp of Cunningham & Walsh. He joined the agency in 1956 and is now director of marketing in the agency's San Francisco office.

KENNETH H. LOVELAND,
District Sales Manager,
PET MILK COMPANY

"Only localized promotions are effective in the Puget Sound area"

"The only shots that count are those that hit the target. And you can't score a sales 'bulls-eye' in the Puget Sound country unless the prosperous Tacoma market receives its rightful attention."

Mr. Loveland continues, "We realize that newspapers published outside the Tacoma area do not adequately reach the thousands of able-to-buy people living there. Therefore, to get the *localized* coverage we need in the important Tacoma market, we run Pet milk advertising in the Tacoma News Tribune."

TACOMA NEWS TRIBUNE

TACOMA, WASHINGTON

Circulation more than 83,000

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

DO YOU NEED EUROPEAN PHOTOGRAPHY?

URGENT . . .

ACCOUNT EXECUTIVES
ART DIRECTORS
ADVERTISING MANAGERS

Due to a cancellation, I'll have extra time to execute any firm photographic assignments you want . . . color and black & white. Departure this week will take me to Sweden, Denmark, Holland, Germany, France, Italy, Austria, Spain, England and Ireland.

MORTON BERGER — Plaza 3-5996

Or call my representative—MALLISON ASSOC.

161 East 32nd Street, New York, 16, Mu 3-3768

Four little words for bigger sales in 1959

BUY THE BIG ONE

The biggest thing in print
12,873,378 families every week

This Week
MAGAZINE

This Week in Washington...

AFA Fete for U.S. Officials May Be Harbinger of Ad Embassy in Capital

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 31—Advertising has taken some hard knocks in Washington during the past year, but something is finally being done about it.

On Feb. 9, the Advertising Federation of America plans to point up Advertising Week with a day-long briefing here to tell AFA members and their friends about advertising's Washington problems.

The luncheon panel is to include spokesmen from many of the government agencies which deal with advertising problems. In the evening, AFA hopes to attract a big complement of congressmen and senators to a reception.

Whether this experiment in Washington public relations leads to other necessary reforms remains uncertain. A few days ago AFA tried to interest a group of media representatives here in a cooperative venture which would put them to work as the "eyes and ears" of advertising. Most of them were not interested in taking on the extra responsibility, and some of them commented outright that this was no way to go about meeting the problem.

Ad Council 'Unrealistic'

Among the media people who operate here, there is considerable feeling that advertising's Washington problems have never been approached in the same realistic terms that a good public relations man would recommend for a client.

The Advertising Council creates high-level good will, but it is so high-level that no one identifies it with the ordinary advertising man who works away at the anything-but-glamorous job of selling merchandise.

It's fine to get high sounding endorsements from the White House and the members of the Cabinet. But that doesn't influence the staff people down the line who keep turning out the proposals and interpretations which have set off a seemingly endless number of alarms here in recent years.

N.Y. Admen Shun Capital

Some media representatives say one of the chief reasons why advertising has never faced up to its responsibilities in Washington is that New York is only an hour away by plane and 80¢ by long distance phone. So there is a tendency to assume that any problem which crops up in the nation's capital can be solved by dispatching the "right" executive to look into it.

While advertising people have been willing to make the plane ride or place the phone call, the cooperation runs only one way. Since advertising people haven't taken the trouble to see that their point of view is readily available, government people ordinarily won't go to New York to look for it—much as they enjoy the visit.

■ AFA's chairman, Robert Feemster, inserted a pointed reminder when he appealed to AFA members to be on hand Feb. 9, and to round up as many congressmen as possible. Mindful of the string of successes which the rural electric groups have enjoyed in presenting their point of view, he wrote AFA members, "Space in Washington is at a premium that week because 7,500 Rural Electrification Assn. delegates are going to be in Washington to be sure their interests are protected."

Alaska Still Territory

Census officials were watching the calendar this week as President Eisenhower assembled the papers which make Alaska the nation's 49th state. If the proclamation had been issued before midnight Dec. 31, plans for tabulating the new censuses of business and manufactures would have required adjustment, because it would have been necessary to issue complete state bulletins for Alaska. But since Alaska did not officially make the grade until after the Dec. 31 deadline, it will be treated as a territory, just as it was when similar censuses were taken in 1954.

From the relaxed atmosphere at Census headquarters this week it hardly seemed possible that within the next two weeks the bureau will touch off the biggest series of censuses in history, starting with censuses of business and manufactures next month, and continuing with censuses of agriculture next fall, and population and housing in April, 1960. Nearly 2,500,000 packages of forms for the business and manufacturing censuses have been stapled and addressed and are already in the hands of postal personnel at the emergency census headquarters near St. Louis, where they are to be sorted right down to delivery zone before shipments begin Jan. 16.

If business men cooperate, and electronic equipment behaves properly, important results of the retail, service trades and wholesale census will be available beginning in September. By the end of the year census officials hope to have much of the business and manufacturing census off the machines, to clear the way for the big population census that follows. #

Wooten Resigns from Agency

Following the resignation of Eugene Wooten from Kennedy, Walker & Wooten, Beverly Hills, Cal., Earl Kennedy has become president of the agency, and the company name will be changed to Kennedy, Walker Inc., effective Jan. 15. Mr. Wooten retired because of ill health, and because he needed more time to devote to private interests. His stock was bought by Mr. Kennedy and Marjorie Walker, who become co-owners. Richard Barrett, previously with Stromberger, La Vene & McKenzie, and Time Inc., has joined the agency as copy chief.

Tuttle Introduces Dressing

A new dressing made by Tuttle Cheese Co., Oakland, is now being introduced to the northern California market with ads in 12 Bay Area daily newspapers built around the theme "Our Newest Baby—Tuttle Sour Cream Dressing." The ads have been prepared by Hoefer, Dieterich & Brown, San Francisco, and utilize a long necked stork bringing a package of the dressing in his beak. Company salesmen, during the campaign, wore pink ribbons imprinted with the campaign theme and passed out cigars to retail customers.

Klostermann Joins Rep

Ernest E. Klostermann has joined Sawyer-Ferguson-Walker Co., Chicago, newspaper representative, as an advertising salesman. He also will serve clients of Sawyer-Ferguson-Walker as a consultant on r.o.p. color reproduction. Mr. Klostermann served as a vp and general manager of Sta-Hi Color Service Sales Corp., Chicago, for the past year, and before that he was an executive with Lake Shore Electrotype division of Electrographic Corp., Chicago.

Quartet Films Moves

Quartet Films, Hollywood, has moved to larger quarters at 5631 Hollywood Blvd.

Looks easy, but...

takes plenty of know-how

THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price $1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N.Y.

He appears nonchalant—but to keep that baton twirling at the head of the parade takes plenty of Know How. And to keep a radio station consistently heading the parade in any major market is infinitely more difficult. In radio today, effective programming and effective selling go hand-in-hand. The many complex elements from which alert station-management builds commanding leadership in audience and in sales influence, are mostly local in nature—elements which give Spot Radio its tremendous selling power. Yes, Local Radio Programming is an exacting creative job—but in most areas at least one station head has mastered it. In many of the top 100 markets, that station is represented by

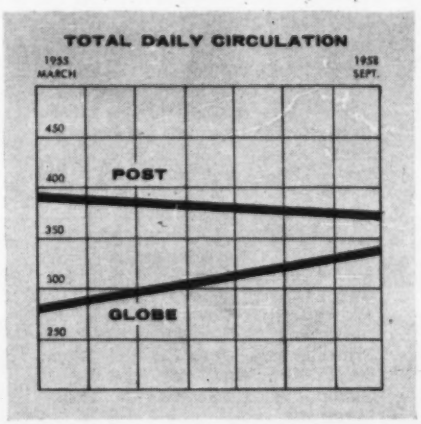
JOHN BLAIR & COMPANY

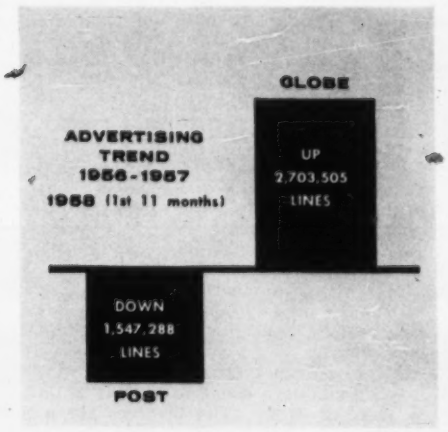
Exclusive National Representative for:

New York	WABC	Washington	WWDC	Miami	WQAM	Tampa-St. Petersburg	WFLA	Wheeling-Steubenville	WWVA
Chicago	WLS	Baltimore	WFBR	Kansas City	WHB	Albany-Schenectady-Troy	WTRY	Tulsa	KRMG
Los Angeles	KFWB	Dallas-Ft. Worth	KLIF-KFJZ	New Orleans	WDSU	Memphis	WMC	Fresno	KFRE
Philadelphia	WFIL			Portland, Ore.	KGW	Phoenix	KOY	Wichita	KFH
Detroit	WXYZ	Minneapolis-St. Paul	WDGY	Denver	KTLN	Omaha	WOW	Shreveport	KEEL
Boston	WHDH	Houston	KILT	Norfolk-Portsmouth-Newport News	WGH	Jacksonville	WMBR	Orlando	WDBO
San Francisco	KGO	Seattle-Tacoma	KING	Louisville	WAKY	Oklahoma City	KOMA	Binghamton	WNBF
Pittsburgh	WWSW	Providence-Fall River-New Bedford	WPRO	Indianapolis	WIBC	Syracuse	WNDR	Roanoke	WSLS
St. Louis	KXOK	Cincinnati	WCPO	Columbus	WBNS	Nashville	WSM	Boise	KIDO
				San Antonio	KTSA	Knoxville	WNOX	Bismarck	KFYR

NOW

St. Louis looks to the GLOBE-DEMOCRAT for Leadership





NEWS-EDITORIAL LEADERSHIP

In just three years since the new management came to The Globe, a lot has happened! For one thing, The Globe has made a powerful new IMPACT on St. Louis . . . based on the idea that *responsibility for community leadership* is just as important as sound reporting of national and international affairs! This concept culminated in The Globe-Democrat winning the coveted Inland Daily Press Award for outstanding community service for 1958, which included leadership in more than 20 major campaigns, among them a free bridge across the Mississippi, substantial traffic reforms, passage of a constitutional amendment for the state to draw interest on idle state funds, raising of $102,000 for the purchase of a heart-lung machine, a campaign resulting in substantially improved air line service, and a series on the problems of the railroads which aroused national concern over their plight. For these and many other crusades, The Globe-Democrat is known as THE paper fighting FOR St. Louis.

CIRCULATION GAINS

The Globe's powerful new News-Editorial impact has caught the public eye . . . and circulation gains show it! For example, in 1957 The Globe-Democrat gained more new readers than any other "unmerged" paper in the country. And over the past three years Globe circulation has GONE UP by over 44,000, while Post-Dispatch circulation DECREASED over 17,000 (ABC)! These big circulation gains have occurred throughout the entire St. Louis market—not just inside St. Louis itself. For example, The Globe now is circulation leader in 63 of the 82 biggest urban communities just outside the metropolitan area—including the 17 largest!

ADVERTISING GAINS

National and local advertisers have been quick to notice what The Globe's new impact adds up to. For example, in 1957 The Globe gained more new advertising linage than any other paper in the country's 30 biggest markets—in virtually all categories of advertising! From January 1, 1956, through November 30, 1958, Globe linage has INCREASED 2,703,505 lines . . . and during this same period the Post-Dispatch has shown a LOSS of 1,547,288 lines (Media Records). In just three years of hard-hitting effort, the Post's original lead over The Globe-Democrat has been whittled to almost half!

What does The Globe's new IMPACT add up to . . . in terms of READER-BUYERS? More people are reading The Globe than ever before; more advertisers are using it than ever before; St. Louisans *now* look to The Globe-Democrat for leadership . . . and get it!

Represented nationally by Moloney, Regan and Schmitt

St. Louis Globe-Democrat.

Macy's Corey Savors Best of Two Marketing Worlds in Shift to Grey

NEW YORK, Dec. 31—Mrs. Frances Corey, who is resigning as Macy's ad chief to head up Grey Advertising on the West Coast, feels she's getting the "best of two worlds."

She is continuing with Macy's as a consultant, so will continue to keep one finger in the largest retail pie in the country. As exec vp in charge of Grey's West Coast operations, she'll be in the midst of the "new land of opportunity" in national advertising.

Mrs. Corey's new assignment will be her first in the agency field. And to it she brings a strong conviction that no matter how basic an industry, you must "know thy customer."

"Look at your industry in terms of *the* customer," she repeated emphatically several times in an interview today with ADVERTISING AGE. "Find out whom you are talking to.

■ "When people in my department here get awfully fancy, I send them down to the corner of 34th and Broadway to take a look at the people who come in Macy's doors. After a good look, they stop talking up or talking down to the Macy customer," she said.

"The day of being rational" has arrived in advertising, she believes. "Our future advertising will grow out of the marriage of marketing combined with true creativity. We won't have to reach for it; it will grow out of the logic of marketing," she maintained, the growing emphasis on marketing being the most important thing that has happened to advertising, in her retailer eyes.

■ For the past four years, Mrs. Corey has been senior vp and member of the board of directors at Macy's, in charge of the store's sales promotion activities, advertising and public relations—the first woman to ever hold the job. Before that she was sales promotion manager at May Co. in Los Angeles for over 11 years. During the early years of her professional career, she was with Bonwit Teller and Bloomingdale's in New York.

She leaves her Macy office Jan. 15 and officially joins Grey's Los Angeles office Feb. 15. The office will continue to be a tv contact office, but will be expanded in "other directions."

As she takes the step over to the agency side of advertising, Mrs. Corey has one bit of advice for the retailer: "Top management must be inspired for others in the company to be inspired." As an example she cites the day when she presented her elaborate program for Macy's 100th anniversary. Management listened carefully and then said, "Fine. Only it's not big enough."

"It's wonderful to find that top management thinks bigger than you do," she said. #

Last-Quarter Sales Push RCA Total Near 1957's Record High

NEW YORK, Dec. 31—A fourth-quarter spurt has boosted Radio Corp. of America's 1958 sales to within the vicinity of last year's record high of $1,176,000,000, according to a year-end statement from RCA Chairman David Sarnoff.

But profits for the year were down. Profits for 1958 will total approximately $2 a share, against $2.55 in 1957.

■ The fourth quarter gains in sales and earnings, he said, "reflected not only the general improvement in the national economy but also RCA's higher rate of government business, its introduction of important new products and services and further intensification of operating efficiences." Sales to the government totalled approximately $300,000,000, for a gain of 14% over 1957. Government contracts accounted for 26% of the '58 volume.

Mr. Sarnoff reported an increase of 11% in NBC Television billings and said the network led all networks in number of sponsors. #

FCC Hits Unlicensed VHF TV Boosters

WASHINGTON, Dec. 31—The Federal Communications Commission announced today that it will not permit unlicensed vhf tv boosters to continue relaying tv service into isolated areas.

The commission said operators of vhf boosters currently on the air can have 90 days in which to arrange to convert to uhf.

The boosters are a problem in the Far West, where "bootleg" service has been set up to bring tv signals into "dark" areas. But FCC said the unlicensed transmitters create interference for stations which are licensed to operate on the same channels. #

Videodex Network TV*

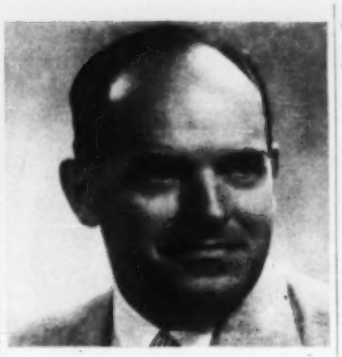
Dec. 1-7, 1958

Copyright by Videodex Inc.

Rank	Program	(%)
1	Desilu Playhouse (Westinghouse, CBS)	35.1
2	Danny Thomas (General Foods, CBS)	34.2
3	Loretta Young (Procter & Gamble, NBC)	33.9
4	Perry Como Show (Several sponsors, NBC)	33.8
5	Wyatt Earp (General Mills, Procter & Gamble, ABC)	33.1
6	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	32.7
7	Wagon Train (Edsel, National Biscuit Co., NBC)	30.6
8	Have Gun, Will Travel (Whitehall, Lever, CBS)	30.3
9	Tales of Wells Fargo (American Tobacco, Buick, NBC)	29.7
10	Maverick (Kaiser, Drackett, ABC)	29.3

Rank	Program	(000)
1	Desilu Playhouse (Westinghouse, CBS)	12,139
2	Danny Thomas (General Foods, CBS)	11,984
3	Perry Como Show (Several sponsors, NBC)	11,912
4	Loretta Young (Procter & Gamble, NBC)	11,834
5	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	11,298
6	Wyatt Earp (General Mills, Procter & Gamble, ABC)	11,060
7	Wagon Train (Edsel, National Biscuit Co., NBC)	10,526
8	Have Gun, Will Travel (Whitehall, Lever, CBS)	10,295
9	Tales of Wells Fargo (American Tobacco, Buick, NBC)	10,135
10	Garry Moore (Kellogg, Pittsburgh Plate Glass, Revlon, CBS)	9,996

* Homes viewing in cities where program is telecast.



William T. Clawson

Clawson Is Named Industrial Adman of Year by 'IM'

CHICAGO, Jan. 2—William T. Clawson, director of advertising and promotion of Harris-Intertype Corp., Cleveland, has been named "Industrial Advertising's Man of the Year" for 1958 by *Industrial Marketing*.

IM said in its January issue that the selection "was based on the high standards of quality and originality which have been maintained in Harris-Intertype advertising under Mr. Clawson's direction."

The selection has been made annually since 1938 by "The Copy Chasers," a group of leading admen who prepare a monthly feature for the publication.

■ In announcing the award, *IM* described Mr. Clawson as "one of the truly great advertising men of this generation. Never one merely to attempt to refine an existing technique if a new, more exciting one can be developed, he has introduced many successful innovations which have subsequently been adopted by his contemporaries."

Mr. Clawson moved to Cleveland in 1956 as sales promotion manager of Harris-Seybold Co. He was appointed to his present position when Harris-Intertype was formed through merger with Intertype Corp. From 1947 to 1956 he was advertising manager and director of marketing of Miller Printing Machinery Co., Pittsburgh. Previously he was vp of National Metal Products Co., Pittsburgh. #

177 Newspapers Set for First Issue of 'Suburbia Today'

CHICAGO, Dec. 30—The first monthly issue of *Suburbia Today*, a 32-page color-gravure supplement, will be distributed by 177 suburban community newspapers during the week of Jan. 5.

Publisher of the new magazine is Suburbia Publishing Co., Chicago, an affiliate of Family Weekly Magazine, publisher of *Family Weekly* (AA, March 5). A combination ad rate on the two magazines is available.

Suburbia Today's circulation is guaranteed at 1,000,000 through June, 1959. The January issue's press run is 1,400,000. B&W page rates are $4,580; four-color pages are $5,600.

The magazine is aimed at "areas that are primarily high income residential suburbs of major metropolitan cities." #

Sencay Named Editor

Joseph P. Sencay, an engineering and magazine writer and editor, has been appointed West Coast editor of *Electronic Equipment Engineering* with offices at 6000 Sunset Blvd., Hollywood.

House Unit Eschews Program Probe; New License Rules Seen

WASHINGTON, Dec. 31—House investigators have sidetracked a proposal for a congressional study of tv programming, but they have agreed on a report which suggests new legislation to curb "trafficking" in radio and tv station licenses.

After three days of closed-door sessions, the committee on legislative oversight filed a final report with scores of legislative and procedural recommendations to deal with favoritism at FCC and other government regulatory agencies. The committee said the investigations of questionable procedures ought to be continued during the next Congress.

Among the more controversial ideas discussed during the final sessions was a plan to determine whether the government should "do something" about the quality of tv programming. Rep. Oren Harris (D., Ark.) reported this plan was dropped because it comes too close to "censorship."

"There are always proposals of this kind being offered," he commented. "This isn't the kind of thing we ought to do."

■ The report proposes criminal punishment for any individual, including members of Congress, who meets privately with officials of a regulatory agency in an effort to influence a decision. It said whenever an official is contacted outside the hearing room, the contact must be made a matter of public record.

The report cited from testimony on pressure surrounding tv decisions in Miami, Boston and Pittsburgh to explain the need for stronger anti-pressure laws.

Its report dealt extensively with "trafficking" in licenses. Members were unable to agree on a proposal which would prohibit any licensee from selling a station unless he had operated it for a minimum number of years. But they joined in recommending legislation which requires a broadcaster to get permission from FCC before entering into negotiation for the sale of his station. Under this plan the availability of a station would be made a matter of public record before a sale was completed. FCC would also have more authority to conduct hearings to determine whether any sale is in the public interest.

■ The report suggested legislation eliminating an existing provision of the Communications Act which allows commissioners to accept remuneration for making speeches. It also would repeal a provision of the law passed in 1952 which prevents commissioners from consulting with the FCC staff on cases which are awaiting decision. #

Steinhilber Named VP

Fred G. Steinhilber, business manager of *Geyer's Dealer Topics*, has been named a vp of Geyer-McAllister Publications, New York.

West-Marquis Agency Folds

LOS ANGELES, Dec. 31—Although there has been no official statement, all indications are that the West-Marquis agency is now out of business. Repeated efforts by ADVERTISING AGE in recent weeks to contact Norman Moeller, head of the agency, have failed and the agency's phone is now disconnected.

In the past year the 23-year-old agency has lost most of its accounts. The departure of Northrop Aircraft (AA, June 16), with approximately $750,000 in billing, apparently was the decisive blow.

Shortly thereafter, Jack West announced his retirement (AA, July 14) and transfer of control to Norman Moeller and Thomas Somermeier. According to a reliable source, Mr. West actually had sold control three or four years previously, with payment to be made over a ten-year period. But because of the way things were going he decided to wash out the deal and take his loss to get out.

(The agency also had been hurt five years ago when Ted Stromberger, Norval LaVene and Don McKenzie, all account execs, left West-Marquis to form Stromberger, LaVene, McKenzie.)

■ In San Francisco Harold Marquis, the other half of the agency name, bowed out late last fall (AA, Nov. 3).

In November, writing to one business publication to which the agency owed money, Mr. Moeller said an audit then going on showed a deficit in the cash picture and asked for time, saying a demand for cash would put the agency in the position where it would not be able to pay. He reported billings were in excess of $1,000,000 and said that if relations with clients were undisturbed the agency, through its auditors, would set up an escrow account to pay its bills.

Mr. Moeller also told the publisher that he was negotiating through Robert Durham, of New York, for a merger with an eastern agency, offering the inducement of a forward tax loss. This was followed by the closing of the agency's Seattle office, drastic reduction of staff in Los Angeles and San Francisco, and the resignation of Roger Combs, who went to MacManus, John & Adams, Los Angeles, with four accounts probably following him (AA, Dec. 15).

Pickwick Sets 1959 Push

Pickwick Sales Corp., New York, producer of Design and Stereo Spectrum records, has planned a local and national campaign for January. Consumer ads will appear during the month in *Esquire*, *Holiday*, *Playboy*, and *The New Yorker*. The last three Sundays in the month, distributors in 31 markets will tie-in with newspaper ads, window displays and in-store promotions. The agency is Lee Myles.

Biesmeyer Donohue Wenck Wells MacDonald Gardne

AGATE CLUB BRASS—*Fred Wenck, Farm Journal, outgoing president of the Agate Club of Chicago, hands the gavel to Sturgis Wells, Time Inc., the new president of the club. Other officers are M. A. Donohue, Reader's Digest, vp; Ray Biesmeyer, House & Garden, treasurer; M. R. MacDonald, McCall's, secretary, and Walt Gardner, Woman's Day, assistant secretary.*

His smile is your fortune!

Let's face it—1958 wasn't a year for most new-car dealers to smile about! But today, there's a smile on the face of the auto industry's goal-getters. Recession-inspired buyer resistance is waning and the dealer's sales outlook is brighter than ever.

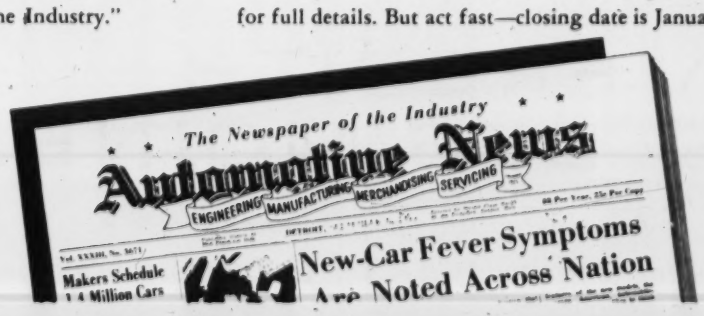
A *selling* dealer is a *buying* dealer, and AUTOMOTIVE NEWS' 13th annual National Automobile Dealers Association Convention issue is designed to put your important story in front of this influential group—right in the middle of a big-year buying atmosphere.

It's the once-a-year issue that over 44,000 dealer-subscribers and industry executives look forward to each year for NADA Convention and Show news important to their sales and service operations. It's the special issue that did a big selling job for more than 140 successful AUTOMOTIVE NEWS advertisers last year. It's the issue you can count on to reach some 30,000 *happy* dealers through extra show distribution of the weekly "Newspaper of the Industry."

Use it to invite new-car dealers to your show booth; use it to *re-sell* your product or service to show-goers and stay-at-homes alike. Or, if you can't make it to the convention, use it to put your sales message where it will still be seen at show-time by an audience on the look-out for profitable ideas.

To put your story in the NADA Convention spotlight, contact your AUTOMOTIVE NEWS Representative for full details. But act fast—closing date is January 20.

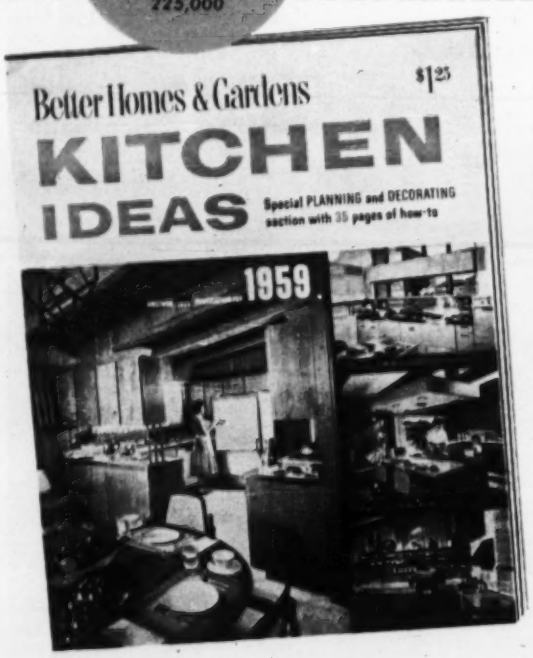
NEW YORK: Edward Kruspak, Howard E. Bradley, Ray Billingham, Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-0520
SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547
LOS ANGELES: Robert E. Clark, Hollywood 3-4111



6 good ways to

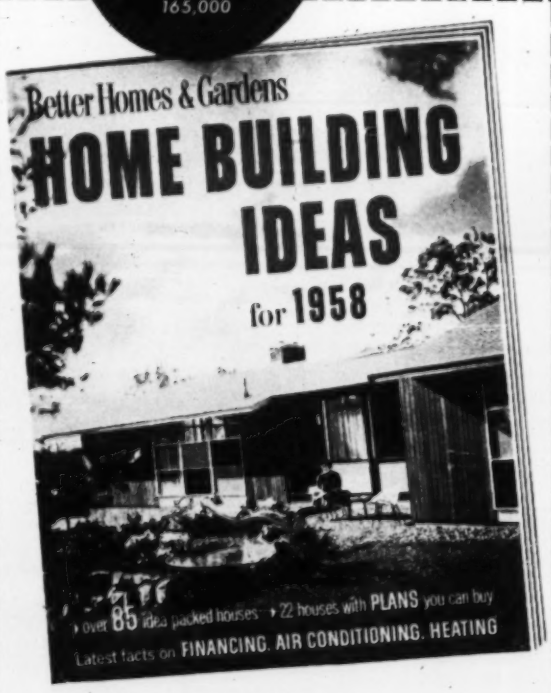
CATCH 'EM WHEN THEY'RE READY TO BUY!

Closes: Oct. 15, 1959
On Sale: Dec. 18, 1959
Rate Base: 225,000



An excellent way to reach people who have an immediate interest in the innumerable products needed to build, remodel or refurnish a modern kitchen.

Closes: Nov. 14, 1959
On Sale: Jan. 20, 1960
Rate Base: 165,000


Better Homes & Gardens
HOME BUILDING IDEAS for 1958
over 85 idea packed houses
22 houses with PLANS you can buy
Latest facts on FINANCING. AIR CONDITIONING. HEATING

In this one-volume guide to home building, advertisers reach an eager audience of people who are definitely planning to build. They're *looking for* your ideas!

Closes: Dec. 12, 1959
On Sale: Feb. 19, 1960
Rate Base: 135,000

Better Homes & Gardens
$1.25
GARDEN IDEAS
New ideas for your 1958 garden
Calendar of GARDEN TIPS for all U.S. climates
Over 500 pictures

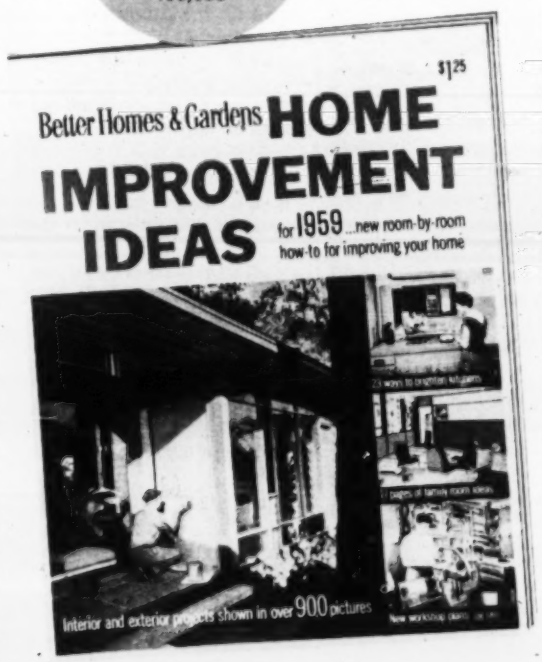
A selective, authoritative medium for reaching and selling prospects for products ranging all the way from garden tools to suntan lotion.

"To put your idea into action you must take it to people who have the money and the wish to react. You must reach them in an atmosphere alive with interest and enthusiasm. Our business, our reputation have been built solely upon the ability to design this sort of atmosphere."

MEREDITH OF DES MOINES

. . . America's biggest publisher
of ideas for today's living and tomorrow's plans

Closes: June 13, 1959
On Sale: Aug. 19, 1959
Rate Base: 165,000


$1.25
Better Homes & Gardens HOME IMPROVEMENT IDEAS
for 1959 ...new room-by-room how-to for improving your home
Interior and exterior projects shown in over 900 pictures

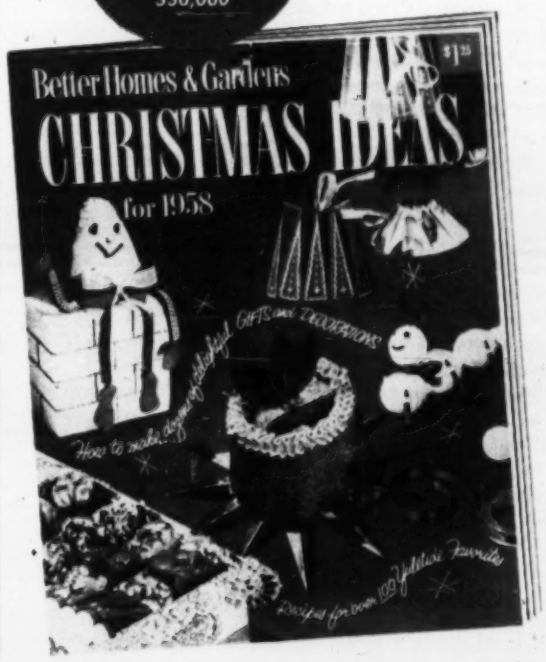
Newest of the BH&G Idea Annuals—an ideal place to advertise any product of interest to people planning improvements to their homes.

Closes: July 15, 1959
On Sale: Sept. 16, 1959
Rate Base: 450,000

$1.25
Better Homes & Gardens HOME FURNISHINGS IDEAS
for 1959 plus new arrangements for every room
Complete how-to-do with over 450 illustrations

This popular annual gives advertisers an opportunity to talk to people who are definitely planning to purchase new furnishings for their homes.

Closes: Aug. 15, 1959
On Sale: Oct. 16, 1959
Rate Base: 550,000



If you sell anything people can buy for gifts, for decoration or for holiday cooking, you can be sure of reaching enthusiastic shoppers here.

When people read Better Homes and Gardens **Idea Annuals** they're ready to listen...and to buy!

Why are the men and women who read these specialized books such unusually good sales prospects?

Homemakers who buy and pore over Better Homes and Gardens Idea Annuals are actively interested in a particular area of home interest. They're ready to get busy—eager to listen to editorials or advertisements that say, "Here's what to do and how to do it." That's the kind of buying climate Better Homes and Gardens knows so well how to create. The kind of climate in which it pays to advertise!

The Editorial Viewpoint . . .

Thought for the New Year

The most dangerous weakness in the American economy as we enter the year 1959, is not a matter of prices, or production, or inflation, or even of efficient merchandising and marketing.

It is a who-the-hell-cares attitude of mind. What C. H. Brower of BBDO recently designated as the "great goof-off."

It is the idea of the workman, the manufacturer, the distributor, the retailer that nothing is really supposed to be perfect, or even nearly perfect, and that inefficient production and inefficient inspection, and parts and products that don't work very well or hold up very well in use are to be expected; this is the era of the almost-good-enough and what-do-you-expect.

A few weeks ago we ran an item about Hotpoint replacing washer-dryer combinations that turned out to be faulty. And promptly we got a bitter letter from a reader who congratulated Hotpoint but said his experience with another make was considerably different. "Hotpoint considered two service calls the first year a suitable reason for replacement of the machine," he wrote. "My ——— combination had around 20 service calls the first year and they generously offered to replace the machine—for another $200.

"The dealer? He washed his hands of the whole affair: 'I just sell 'em, ——— makes 'em.' The distributor? Same script, same song and dance . . . While I was wrestling with the decision, the solution exploded upon me with dramatic suddenness. The motor blew up and was a total loss . . . I went to a different dealer, put $450 on the line and bought a washer and dryer—and it wasn't an ———.

"One section of my cellar has now been set aside as a permanent exhibition hall," he went on. "Here stands in burnt-out splendor a ——— combination washer-dryer. Everyone in the neighborhood has been invited in to see it . . . Let ——— advertise; let ——— publicize; I can assure them that the money is wasted in any area within sound of my voice."

We don't know, of course, whether our correspondent's tale is 100% accurate or not. But all of us have had similar enough experiences to feel that too much of this sort of thing goes on—much too much of it.

Clearly, most products are no longer built to "last forever." And just as clearly, most consumers don't want products to last forever. But there is all the difference in the world between building products to last forever and building them so that they don't work the very first day, or fall apart before they have a chance to get broken in.

There is a vast difference between respectable, decent products built to be mass produced at a reasonable price and products turned out without thought or care or proper inspection or attention.

If we expect to move more and more quantities of product, we'd better remember that *consumer respect for the product* is an essential part of any marketing mix.

Better PR for Advertising

One of the New Year resolutions we all might make profitably is to do all we can to give the general public a better picture of advertising and advertising people than it seems to have at present.

Advertising has a good many public relations problems with various publics, including legislators, educators and business men who pay the bills for advertising, and you may wonder how any one of us individually can do very much to change the concepts that exist too widely now.

Well . . . this issue of Advertising Age will go to some 47,000 or 48,000 men and women in advertising and related fields. If each of us individually took our responsibilities in this area seriously, we could make a great deal of progress toward bettering the public image of the advertising business and of advertising people.

We are not suggesting that every AA reader mount a soap box, nor seize every opportunity to declaim about the wonders of the advertising business. But we are suggesting that none of us ought to willingly accept the picture which so many people have of ourselves and our co-workers. We ought not to let anyone believe that we think the advertising business is a soft touch for people who don't want to work, or a kind of racket for people with flexible standards of social conduct.

Too many advertising people seem to take a sort of perverse pride in letting their friends or acquaintances believe the rich, frothy descriptions of the advertising world which appear so frequently these days in popular writings about our business. Let's tell 'em—however sad it may be to destroy their illusions—that most of it isn't true.

# # #

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Howard Watson, Watson Associates, Hutchinson, Kan.

"You know those rough dummies the art department talks about? I think I was out with one last night."

What They're Saying . . .

Homogenized Society

Among the great skills that we Americans boast is our ability to package things. We package food and drugs so attractively that the package has almost as much to do with the sale as the contents. We package cars and furniture and even life insurance policies. Finally, I am afraid, we are beginning to learn how to package people. They will shortly be coming bright and shining from our collegiate assembly lines. They will be shaped on one side by taxes and on the other by benefits. All impurities, such as ambition, discontent, curiosity, desire and pride, will be carefully removed and replaced by security and welfare. Finally, our packaged people will be given several coats of canned opinion by press and tv—and sent on their uniform way. If you read the directions on their sides, you can hardly go wrong. And inside an occasional package you may be lucky enough to find a premium.

Yes, we are soon going to be packaging people and we are going to homogenize society. Furthermore, we are going to save millions of dollars on statues. For statues are erected—not to committees or bureaus—but to great men and women. And in a homogenized society the cream will never come to the top.

—Charles H. Brower, president of Batten, Barton, Durstine & Osborn, in a speech at the annual conference, U. S. Savings Bond division, Treasury Department.

Here's for Me-Ism

I am here to speak against mental togetherness . . . against meetingitis, against brainstorming . . . against the business tumors that have grown from the malignant cells of me-too-ism and pass-the-buckism. We should, I believe, start a trend in the opposite direction toward more individualism, more lone thinking, more me-ism. We should encourage people to be old-fashioned and have the courage of their convictions . . . the guts to stand up and fight for what *they think* is right . . . to expect and welcome criticism as well as kudos . . .

—Anthony C. Chevins, vp, Cunningham & Walsh, speaking at the Greater Providence Chamber of Commerce.

It's a Way of Life

Max Hess, Allentown, Pa., department store chief, after a five-week fashion survey of Europe: "The day of good legs is coming back. Isn't it true that when times are better the skirts go higher?"

—Chicago Sun Times.

Rough Proofs

"Christmas store sales set record," the papers reported.

Santa Claus refused to believe those rumors about a recession.

•

The striking New York delivery men's union finally settled with the newspapers for a package deal they could have had in the first place.

Maybe they just wanted to see how unpopular they could get.

•

Maryland politicians no doubt realize that one candidate who could be elected mayor of Baltimore by acclamation is the Horse who became a Colt, Alan Ameche.

•

Those title contests in U. S. football and baseball are promoted as world's championships, while tennis modestly refers to its truly global competition simply as the Davis Cup matches.

•

"Jason Weems," who signed that big ad for the Advertising Council, is described as having been a Bible salesman, printer, ad writer and magazine publisher.

Perhaps he has even proved himself as an apple knocker.

•

Esso's desire to use national magazines, but only in its marketing area, is giving a number of periodical publishers a strong push in the direction of split runs and regional editions.

•

The American variety is called "people's capitalism," and is brilliantly illustrated by airline pilots striking for an annual stipend of $30,000.

•

Those who think the business has been wrongly presented to the public in fiction will be interested to know that Shepherd Mead's true-to-life story, "The Admen," is now being circulated to the several million subscribers of Reader's Digest Condensed Books.

•

Notre Dame, which believes that character building and sportsmanship can best be demonstrated by a championship football team, has fired Terry Brennan, who won only six out of ten games in 1958.

•

"Ad Age is our ticker tape of advertising," say a couple of important people quoted in a testimonial ad.

But it isn't trying to compete with Dow-Jones.

•

H. K. McCann, a great man of advertising who has been known by those initials for many years, has now been introduced to his friends and admirers in a retirement story as Harrison King McCann.

•

The distillers urge motorists not to drink while driving, the National Safety Council tells them to slow down, and the automobile manufacturers turn out new cars with bigger engines and greater speeds.

COPY CUB.

During November, 1958

The Washington Post and Times Herald

published more lines of

Classified Advertising

than any other Washington newspaper

Official linage measurement for all 3 papers from Media Records, Inc., November, 1958

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep. West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

'Look' Gives Twin Awards to Astaire, Allen, 'Playhouse 90'

NEW YORK, Dec. 30—Three programs were doubly honored in this year's *Look* television awards.

Editors and critics, who made the selection for *Look's* ninth annual tv accolades, presented double bouquets to "Playhouse 90," Steve Allen and Fred Astaire.

"Playhouse 90" (with several sponsors on CBS) was named as the best dramatic series; its presentation of "The Plot to Kill Stalin" singled out as the best original dramatic play in the hour or hour-and-a-half category. Mr. Allen (various sponsors on NBC) won in the variety series and the novelty series categories. Mr. Astaire's first try at tv drew him an award for the best musical show and the best special program. His original sponsor, Chrysler Corp., will repeat this program next year on NBC.

Other winners: Jack Benny (American Tobacco, CBS)—straight comedy series; "What's My Line?" (various sponsors, CBS)—quiz or panel series; "Father Knows Best" (Lever Bros. and Scott Paper, CBS)—situation comedy series; "Gunsmoke" (Liggett & Myers and Remington Rand, CBS)—action series; "See It Now" (various sponsors and sustaining, CBS)—public affairs series; The World Series (Gillette, NBC)—sports series; "Omnibus" (Aluminium Ltd. and Union Carbide, NBC)—educational series, and "Perry Como Show" (various sponsors, NBC)—musical series. #

Penn Opens New School

The Annenberg School of Communications has been established at the University of Pennsylvania to conduct teaching and research in radio programming, television and other fields of communication. It was created jointly by the university and the Annenberg Fund, established in honor of the late M. L. Annenberg, former publisher of the *Philadelphia Inquirer*. Walter H. Annenberg, son of the newspaper man and president of Triangle Publications, is president of the fund.

Doherty, Clifford Names Three

Doherty, Clifford, Steers & Shenfield, New York, has named Gabrielle Strasun and Marshall N. Levin to its professional drug division as copywriters. Mr. Strasun formerly was with L. W. Frohlich & Co.; Mr. Levin previously was a free lance medical writer. Doherty, Clifford also has named John H. Owen, a vp and account supervisor, a director of the agency.

McCann Names Taeger VP

Kelso M. Taeger has been named vp of McCann-Erickson, Detroit, where he has been media director for nine years.

Mennen Offers Combos

Mennen Co., Morristown, N.J., is planning a series of combination offers to consumers for its baby products line next year. The first will be a free 4 oz. can of baby powder with the purchase of the $1 size Baby Magic. The combination is packaged in a specially designed boot.

Two Join Norman, Craig

Hilda Brown Kahn, formerly a copywriter with Young & Rubicam, has joined Norman, Craig & Kummel, New York, as assistant to the creative director, Kay Daly. Mrs. Judy Claymont, previously in the tv copy department of N. W. Ayer & Son, has joined Norman, Craig's copy staff.

Three Dailies Switch Reps

The *New Haven Journal-Courier* and the *Register* have switched representatives from the Julius Mathews Special Agency to Cresmer & Woodward, New York. The *Atlantic City Press* has moved from Gallagher-DeLisser to Scolaro, Meeker & Scott, New York.

$10,000,000 for Peanuts

National Peanut Council, Washington, has estimated that peanut product manufacturers will spend more than $10,000,000 for advertising during 1959. National Peanut Week has been set for March 1-7, and the council is preparing publicity and promotion kits to back it up.

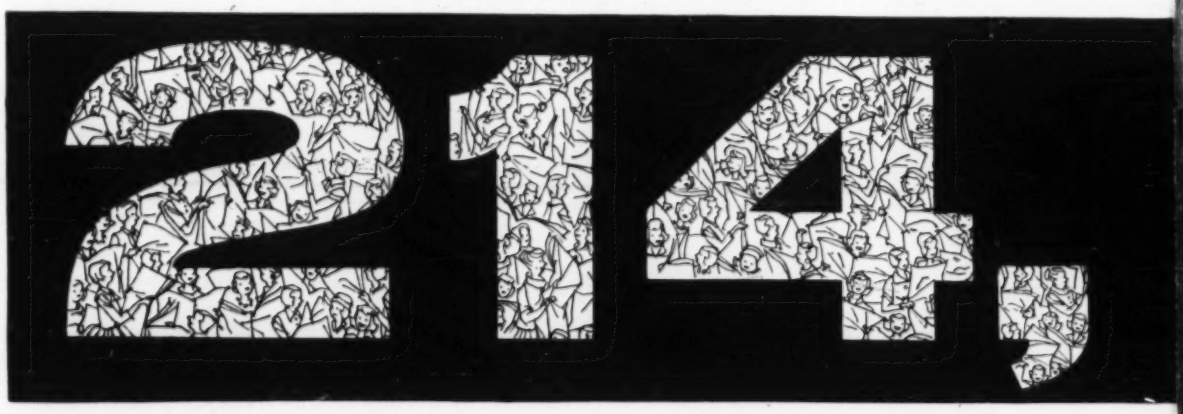
Donner to Dunay, Hirsch

Robert A. Donner, formerly ad and sales promotion manager of the Steelman and Roland divisions of Herold Radio & Electronics Corp., has joined Dunay, Hirsch & Lewis, New York, as director of sales promotion.

Fact Finders Moves

Fact Finders Associates, New York marketing research company, has moved to new offices at 247 Park Ave.

ready to be sold...



DRAW.... ATTENTION

Western ART

complete easy-to-sell action filled portfolio

24 PAGES of action

Order today! money back guarantee

$5

Sun Country ARTS

P.O. Box 4654 Tucson, Arizona

Name_____

Firm_____

Street_____

City_____ State_____

New Foods May Be Packaged in Metal Tubes, Survey Shows

NEW YORK, Dec. 30—The metal tube industry may soon put the squeeze on the food business.

A survey of key food executives by the Collapsible Tube Manufacturers Council reports a "definite interest" in squeeze-tube packaging for foods like meat, fish, cheese spreads, condiments, jelly, toppings, soup and coffee concentrates.

These products are now available in squeeze tubes in several European markets, and the council reports increasing popularity of the tube products in U. S. specialty shops.

Among the reasons sales of food in metal tubes have lagged in the U.S., according to the executives:

- Improper promotion of the food-in-a-tube idea.
- Too close association of metal tubes with toothpaste.
- Display problems for supermarkets.

Tube manufacturers were urged to come up with their own ideas for food packaging instead of asking the food business for suggestions, the report stated. #

Two Accounts Name Stolley

Stolley Advertising, New York, has been appointed to handle the accounts of British American House, specializing in imported rainwear and casuals, and Koudleka Co., manufacturer of photo mounts and slide holders.

Penn Tire to Penn, Hamaker

Pennsylvania Tire Co., Mansfield, O., has named Penn & Hamaker, Bedford, O., as its agency, replacing Fuller & Smith & Ross (AA, Dec. 22). A new marketing program aimed at doubling sales is being developed.

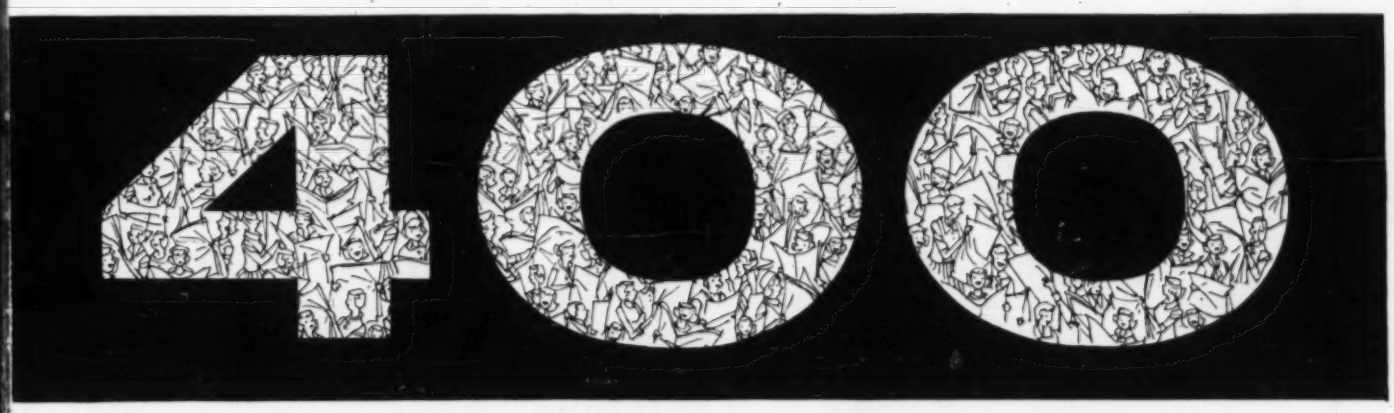
STARTER—*Kimberly-Clark Corp. will use color pages like this in January and February to promote its first national consumer sweepstakes for Kotex. The ads will run in magazines and supplements. Foote, Cone & Belding, Chicago, is the agency.*

Sherman Names McElroy

Charles A. McElroy has been named advertising and sales promotion manager of Sherman Paper Products Corp., Newton Upper Falls, Mass. Mr. McElroy, who formerly was national sales promotion manager of ABC-Paramount Pictures, replaces Robert S. Wade, who has been named district manager of Sherman's Michigan territory. Mr. Wade fills the vacancy of John Prawszik, who has been promoted to sales manager of Chicago operations.

Two Join Henderson Staff

Henderson Advertising Agency, Greenville, S.C., has named George D. Hastings research director and added Greer L. (Bud) Watts to its staff as account manager. Mr. Hastings was formerly research director of Ralph H. Jones agency, Cincinnati. Mr. Watts is from the Long Bank Note Co., Atlanta.



working women

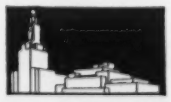
Woman works from dawn to setting sun . . . and her buying's never done. In Delaware Valley, U.S.A., 39 of every 100 adult women have jobs. And a surprising share of them are homemakers, too. What a group of "purchasing agents" *they* are! With family budgets to spend. Plus chunky paychecks all their own!

To reach the largest percentage of this payroll brigade you must schedule The Daily Inquirer. It is read on the average weekday by 214,400 working women. No other Philadelphia newspaper can match this figure.

Convincing conclusion: it's easier to sell working women when they're headed for town. You can do that *best* in The Daily Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer



Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

The Roney doesn't appeal to just everyone

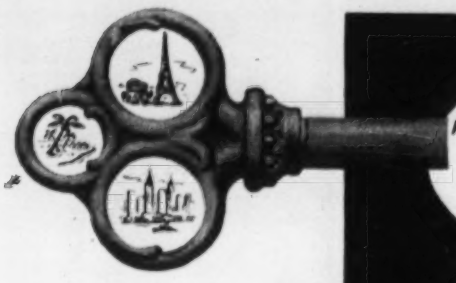
because the Roney is different from all other Miami Beach hotels — no chrome, no neon. Everything is on the grand scale . . . acres and acres of tropical gardens, a three-block-long sun-drenched private beach, huge swimming pool and Cabana Colony. There are even putting greens, tennis courts, and entertainment nightly, too. Naturally, as in all Schine Hotels, every inch is air-conditioned, and there's a free, large-screen TV in every room.

With all of this, Roney rates are low . . .
53 of 283 rooms per day per person
double occupancy **$14** to Jan. 31st
$16 Feb. 1st to Mar. 15th
Including Breakfast and Dinner.
European Plan Available.

THE WORLD FAMOUS
Roney Plaza HOTEL
one of America's really fine resorts

For Reservations call:
N.Y.: MU 8-0110
(Open Sun.)
Chi.: AN 3-6222
Miami Beach: JE 1-6011
or See Your Travel Agent

7 acres On the Ocean at 23rd St., Miami Beach



your passport to a

TOP TRAVEL MARKET

39.4% of all ELKS MAGAZINE households spend more than $200 a year for *vacation travel* . . . a percentage exceeded by only 7 of the 55 magazines in the latest Starch Consumer Magazine Report.

23.9% of all Elks spend more than $200 for *business travel* during the same period. In this category, only 5 publications exceed THE ELKS MAGAZINE.

A direct route to this top travel market is open to you through advertising in THE ELKS MAGAZINE.

THE Elks MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16 — 386 Fourth Avenue
CHICAGO 1 — 360 N. Michigan Avenue
LOS ANGELES 17 — 1709 W. 8th Street

YOU MAY NEVER RUN A RECORD MILE*—

BUT... WKZO-TV Will Put You On The Right Track In Kalamazoo-Grand Rapids!

NCS No. 3 shows that WKZO-TV runs a far better race in Kalamazoo-Grand Rapids and Greater Western Michigan than any other station — 406,780 television homes, 34 counties in Western Michigan and Northern Indiana.

In fact, WKZO-TV gives you more homes *monthly*, *weekly* and *daily* than any other Michigan station outside of Detroit!

And remember that by adding WWTV, Cadillac, to your WKZO-TV schedule you'll get *all the rest of Michigan worth having*!

NCS No. 3 CIRCULATION SPRING, 1958

STATION	DAYTIME		NIGHTTIME	
	DAILY	WEEKLY	DAILY	WEEKLY
WKZO-TV	265,990	390,330	386,280	472,250
Station 'B'	202,190	314,950	304,780	384,570
Station 'C'	152,910	264,330	222,400	349,890

*Herb Elliott, 20-year-old Australian, set the new world's record of 3 minutes, 54.5 seconds on August 6, 1958.

The Telzer Stations

WKZO-TV • GRAND RAPIDS-KALAMAZOO
WKZO RADIO • KALAMAZOO-BATTLE CREEK
WJEF RADIO • GRAND RAPIDS
WJEF-FM • GRAND RAPIDS-KALAMAZOO
WWTV • CADILLAC, MICHIGAN
KOLN-TV • LINCOLN-HASTINGS, NEBRASKA
Associated with
WMBD RADIO • PEORIA, ILLINOIS
WMBD-TV • PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

David Ogilvy, president of Ogilvy, Benson & Mather, who once advocated a college of advertising, takes the opposite view when it comes to "teaching advertising to all secondary school students." A research student who broached such a project to Mr. Ogilvy recently, received this ineffably anguished reply last week: "Very few of the boys and girls who graduate from our high schools have been educated," Mr. Ogilvy started out. "The emphasis in their curricula has been on advertising, home-making, typewriting, automobile-driving and personal hygiene. As a result, they know nothing—least of all how to use their brains. In Scottish and Russian high schools they don't teach advertising. They teach languages, geography, history, mathematics, physics. That's why their graduates are so formidable," the Scotsman wrote . . .

Allan Gordon, assistant ad manager of the Lincoln Engineering Co., St. Louis, blasts off into space every Saturday morning as Captain Comet on the "Colonel Bleep" tv series over KMOX-TV . . . **George Benneyan**, special projects coordinator at *Look*, is coordinator of *Look's* new book of photographs, "Our Land, Our People," just published. "As one who has spent all his life in promotion, it's a wonderful new experience to be suddenly autographing copies and reading reviews and news items about the book," he says . . . **Lou Sidran**, a copy group head at Henri, Hurst & McDonald, Chicago, has a short story, "Adventure in Daylight," in the January issue of *Esquire*. It's not his first: he's written more than 50 bylined stories and articles in national mags so far. . .**Roscoe Fawcett**, vp and circulation director of Fawcett Publications, and Mrs. Fawcett are off on a round-the-world trip accompanied by distributor-consultant **Harold Sinnott** of Toronto and Mrs. Sinnott. They return March 13 . . . Marian Ruth Hummel was married Dec. 20 in Cleveland to **Robert Hull Kurz**, pr director of Miami University and son of

NEWLYWEDS—*Here are Mr. and Mrs. Franklin Bruck honeymooning at Miami Beach after their Dec. 7 wedding in New York. The groom is board chairman of Parkson Advertising and vp of Pharmaceuticals Inc. Mrs. Bruck is the former Norma Weaver, who had her own panel show on KLAC-TV in Phoenix and was co-producer of the Phoenix Opera Co.*

Walter C. Kurz, ad manager of the *Chicago Trib*. . .**Will J. Feddery**, regional sales manager of *Hardware Age*, is starting his 46th year with the publication—all of them in the Cleveland territory. . . **William T. Lowe**, supervisor of Plymouth's print advertising at N. W. Ayer, Detroit, has returned from two weeks at Montego Bay, Jamaica, with a fishing tale of a six-foot shark—that got away. . .

You think you had trouble (another ulcerating experience). . . The scene: a plush (and expensive) midtown eatery in New York. The cast: nine or ten people—all with impressive thirsts and appetites—gathered together as guests of a big-spending company. They dined handsomely as a public relations man, representing the host, smiled and chatted charmingly. Then came the check, totaling well over $100. The smile faded, the chatter too, as the pr man's wallet failed to produce sufficient cash or an appropriate credit card. To the rescue: A friend at a nearby table who financed a cash loan while the red-faced guests sat staring at their coffee cups. . .

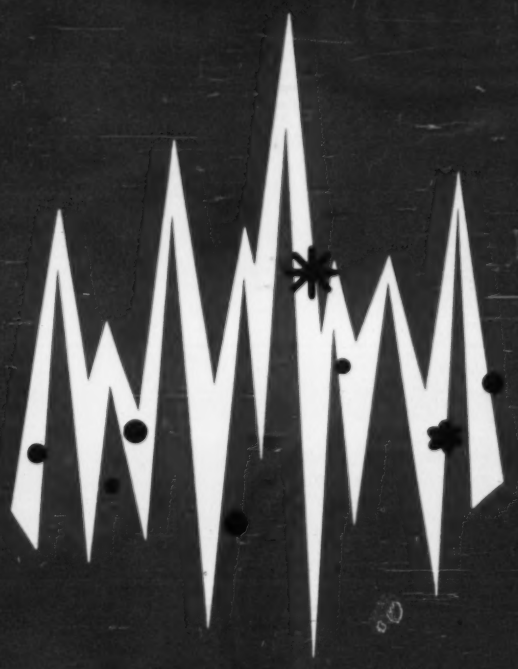
CofC News: **John R. Little**, vp and general manager for Foote, Cone's San Francisco office, has been reelected a director of the San Francisco Chamber of Commerce. . .**C. K. Liller**, board chairman of Liller, Neal, Battle & Lindsey, has been elected a director of the Atlanta Chamber of Commerce . . . New vp and director of the Roanoke, Va., Chamber of Commerce is **Shields Johnson**, vp and general manager of the Times-World Corp. . .William E. Goetze, exec vp and general manager of KFSD, San Diego, is a new director of his local chamber of commerce. . .

Extracurricular: **Cyrus H. Nathan**, exec vp of North Advertising, Chicago, has been appointed co-chairman of the pr division of the 1959 Chicago Heart Fund. . .**Robert E. Allen**, president of Fuller & Smith & Ross, is heading the section of the New York State Citizens Committee for the Public Schools. . .**Robert H. Hancock**, business manager of the *Record*, Chelsea, Mass., has been elected a director of the Chelsea Cooperative Bank . . . **Walter Guild**, president of Guild, Bascom & Bonfigli, San Francisco, is chairman of the 1959 March of Dimes ad committee. Other Frisco admen working with him are **J. G. Motheral**, BBDO; **Harry Lee**, JWT; **George Richardson**, Y&R; **Jerome J. Cowan**, Cunningham & Walsh; **John Hoefer**, Hoefer, Dieterich & Brown; **Wallace Aaron**, Richard N. Meltzer Advertising; **Robert G. Beaumont**, Foote, Cone; and **Carl Zachrisson**, N. W. Ayer. . .**John Box Jr.**, exec vp of the Balaban Stations, has been named to the exec committee of the St. Louis March of Dimes . . .

Stimulates

The New Yorker stirs comment, arouses interest, makes things happen*. More than 1600 large and small advertisers proved this once again when they used The New Yorker last year.

*The Setting Makes A Difference.



THE NEW YORKER

New York, Chicago, San Francisco, Los Angeles, Atlanta, London

Rumrill Ad Boosts Its Clients as Heroes of '58 Recession

ROCHESTER, N. Y., Dec. 30—Rumrill Co. used spreads in the December issues of *Rochester Commerce* and *Buffalo Business*, chamber of commerce publications, to salute its clients as among the heroes of the recent recession.

The spread, reproducing ads of more than a dozen of the agency's clients, notes in brief copy that "this year's recession, like any crisis, produced its share of heroes.

"They are the business men who saw, not a recession, but a buyers' strike, and rolled up their sleeves to do something about it" with advertising, pr, merchandising and research, the copy said.

The ad, signed by G. L. Rumrill, agency president, also noted the agency gained 22 new clients during 1958. #

Newsprint Consumption Gains

Total estimated newsprint consumption in the U.S. during November was 616,130 tons, compared with 600,054 tons in November, '57, according to the American Newspaper Publishers Assn. Total consumption in the first 11 months in '58 was 6,034,023 tons, as compared with 6,242,094 tons in the same period in '57.

EYE & EAR—*This is the second ad in a year-long corporate campaign by Stromberg-Carlson division of General Dynamics Corp. The ads, designed to build an "image of a modern-progressive company," run in scientific and military publications. Rumrill Co., Rochester, N.Y., is the agency.*

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO—have our unique Excess INSURANCE, to cushion the claim—effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Edwards Co. Boosts Kempton

Robert L. Kempton, formerly general sales manager, has been promoted to director of marketing by the Edwards Co., Norwalk, Conn., manufacturer of signaling equipment. He formerly was general sales manager. In his new position, Mr. Kempton will be responsible for the company's technical and distributor product sales, advertising, public relations, market research and promotion activities.

How well we keep the world's *peace* depends first on how well we keep the world's *people*.

If great injustices, if inequalities in health, food or education exist anywhere...we all face a constant threat to peace.

Now 19 Specialized United Nations agencies and international organizations work around the world to eliminate these inequalities, to diminish these basic causes of wars.

Their activities...plus the more publicized political discussions...make the United Nations *mankind's last great instrument of survival.*

Be an ambassador of the United Nations in your neighborhood. Our government—officially and actively—supports the United Nations, but it is *your* good will and understanding that is its best guarantee of continued success. To receive the informative free pamphlet, "The UN in Action," write: United States Committee for the United Nations, Box 1958, Washington 13, D. C.

first things first

UN WE BELIEVE

ADVERTISING COUNCIL PUBLIC SERVICE

UNITED STATES COMMITTEE FOR THE UNITED NATIONS, BOX 1958, WASHINGTON 13, D.C.

Swansons Shoot for National Distribution of Butter-Nut Coffee

OMAHA, Dec. 30—Increased advertising and sales promotion budgets in 1959 will push Butter-Nut coffee beyond its traditional 11-state Midwest, Mountain and California distribution and sales territory. Eventually, the product will be sold nationally and internationally.

These announcements were made last week by Gilbert C. and W. Clarke Swanson as they prepared to take over control (Jan. 1) of Paxton & Gallagher Co., roaster and packager of Butter-Nut. They bought the company last fall (AA, Oct. 27).

They spoke of increased budgets for advertising, promotion, sales research and production but did not give figures.

They also announced that Paxton & Gallagher will open a roasting plant on the West Coast "in the not too distant future" and probably will eventually have a third plant in the East or South.

■ The Omaha roasting plant referred to by the company as the largest in the U.S., now is being readied for stepped-up production.

Soon after Jan. 1 "an aggressive research program will be inaugurated to improve present coffee products, perhaps develop new ones and find uses for by-products of the manufacturing process," the Swansons said.

The brothers, former heads of the C. A. Swanson & Sons frozen foods and dairy products organization, head the reorganized Paxton & Gallagher Co. Gilbert is board chairman and W. Clarke is president.

The Swansons remain closely associated with the Campbell Soup Co., which took over the old Swanson organization.

Buchanan-Thomas Advertising Co., Omaha, handles Butter-Nut.

Rumrill Boosts Darcy, Wells, Rodwell; Names Roberts

Rumrill Co., Rochester, has appointed George R. Darcy assistant to the president and senior vp for administration. Formerly manager of the agency's Buffalo division, he is succeeded in that post by James G. Wells, previously vp for market development in the Buffalo division.

John E. Rodwell, who joined Rumrill in 1951, has been named copy supervisor, in charge of the agency's Rochester copy staff. Walter R. Roberts, formerly a copy supervisor of Fuller & Smith & Ross, Cleveland, has joined the Rumrill copy department.

Set National Library Week

The National Book Committee, in cooperation with the American Library Assn., has set April 12-18 for the second National Library Week. The National Library Week Handbook has been mailed to 5,000 librarians across the country. The handbook is based on actual case histories and gives specific program suggestions for schools, churches and community organizations.

Peters Heads Reps Group

H. Preston Peters, president of Peters, Griffin, Woodward, has been named president of the Station Representatives Assn., New York. He succeeds Frank M. Headley of H-R Representatives. John Blair, head of the Blair representative companies, was appointed vp.

Willis Advertising Moves

Willis Advertising Ltd., Toronto, has moved to larger quarters at 67 Yonge St. The agency has created a new public relations division.

NEW CENTER OF CREATIVITY

VIDEOTAPE

VIDEOTAPE CENTER

VIDEOTAPE CENTER

VIDEOTAPE CENTER

Videotape Productions
of New York, Inc.
205 West 58th Street
Phone: Plaza 2-4100

Campbell to Boost 'Improved' Chicken Noodle Soup in '59

CAMDEN, N. J., Dec. 30—An all-out advertising campaign to help grocers build sales of Campbell's chicken noodle soup will begin in early February. The product has undergone a major improvement, Campbell Soup Co. says, and the promotional and advertising efforts announcing the improvement will push the theme, "Richer! More Body! More Chicken Flavor."

■ The advertising campaign will include radio spot announcements in major towns and cities, full-page ads in *Life* and *Parents' Magazine*, Sunday newspaper supplements and comics sections, plus support on the Campbell-sponsored shows "Lassie," "Donna Reed Show" and "Peter Lind Hayes Show" (CBS-TV). There will also be special new labels on the product, retaining the well-known Campbell red and white label design, but with patches on the front panel reading "Improved" and "More Chicken Flavor."

Point of sale material for retailers will include a spectacular card for end displays or vertical soup sections, case cards and shelf talkers.

Batten, Barton, Durstine & Osborn, New York, is the agency for Campbell's heat-processed soups. #

Detroit Controls Boosts 2

F. G. (Ted) Coggin, general manager of sales and marketing of the Detroit Controls division of American Radiator & Standard Sanitary Corp., Detroit, has been promoted to vp of the company. William A. Miller has been named manager of marketing administration of the company. He was previously with the Battelle Memorial Institute.

Leo P. Bott Jr. Adds Six

Leo P. Bott Jr. Advertising, Chicago, has added six new accounts. They are Pioneer Pet Supply Co., Oak Park, Ill.; Blackboard Resurfacing Co., Bangor, Pa.; Tennessee Absorbent Clay Co., Paris, Tenn.; Abco Tire Corp., S. Obermayer Co. and Ramtite Co., all three in Chicago.

GF Boosts Allen Wagner

Allen Wagner has been named manager of public relations of General Foods Corp., White Plains, N. Y. Formerly with the American Transit Assn., Mr. Wagner joined GF early this year as manager of special services in the pr department.

WXIX Names Osborn

James R. Osborn has been appointed general sales manager of WXIX, Milwaukee, CBS-owned tv station. He had been an account executive at WXIX until September, 1957, when he left to take a similar post at WCBS-TV, New York.

New Chicago Red Book Out, Postal Zone Guide Added

Reuben H. Donnelley Corp., directory publisher, has begun distribution of the new Chicago Red Book, largest classified telephone directory in the nation, for the Illinois Bell Telephone Co. Its publication marks the 80th anniversary of the directory, which first came out in 1878 as the business directory of the "Telephone Journal."

An innovation in this newest edition is a seven-page postal zone guide that provides an easy method for matching Chicago street addresses with postal zone numbers. An impressive change in the current listing is in what is now grouped under "High fidelity and stereophonic sound equipment." There are 293 listings in the new book under this title, compared with 177 under the comparable listing in 1953.

ADD PAIRED POSTERS—*"Burgie, too," says Llewellyn Co., Albuquerque, in sending in this photo of a double poster and referring to an Esso pair (AA, Dec. 8) for Atlas batteries.*

Gregory & House & Jansen Hits 21—From All Directions

Gregory & House & Jansen, Cleveland, now celebrating its 21st year in business, reports that the agency has moved from 2157 Euclid Ave. to new quarters in Room 2100, 21st floor of 1621 Euclid Ave.

Posner Zabin Adds 2

Jayposon Charm & Jewelry Manufacturers, New York, and Buckingham Wax Co., Long Island City, have appointed Posner Zabin Loewy Stempel, New York, to handle their advertising. Norman D. Waters & Associates previously handled Buckingham Wax.

Hoffman Names Martin

Edwin W. Martin Jr., who joined Hoffman-La Roche, Nutley, N.J., in 1954 as a sales representative in St. Louis, has been appointed assistant to the advertising manager of the vitamin division.

Newton Joins Henri, Hurst

Frank H. Newton, formerly copy chief of Clinton Frank Inc., Chicago, has joined the copy staff of Henri, Hurst & McDonald, Chicago.

PROOF OF ACCEPTANCE *From Latest Nielsen*

WCCO Radio has more listeners than the next five Minneapolis-St. Paul stations ...combined!

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT . . . THOROUGH.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

Private Schools' Enrollment Boom Is Cited by Ayer

PHILADELPHIA, Dec. 30—Private school enrollments, a sensitive measure of business conditions and of how people feel about the future, are at an alltime high despite the high fees most schools are now forced to charge, according to N. W. Ayer's 41st annual school census.

The census shows that 19 out of every 20 private schools and junior colleges throughout the country are practically filled to capacity. Only 5% of the schools report that they have room for very many additional students.

■ While all sections have been doing well, New England schools have the best record. Of types of schools, boys' preparatory schools, both military and non-military, have the highest enrollments, with nearly all being filled or close to capacity. Most business schools report near-capacity enrollments this year.

Total increase in number of students is nearly 4%. The survey covered 203 private schools and junior colleges, with a present enrollment of 39,145 boarding students. #

Ford, Sylvania Join in Big Contest Promotion

A national flash photography contest for amateur camera fans, offering the grand prize winner an all-expense paid, two-week trip to California's Pacific Ocean Park for his entire family plus $10,000 cash award and a 1959 Ford automobile, has been announced by Sylvania Electric Products Inc. and Ford Motor Co.

Entitled "Picture Yourself in a 1959 Ford," the giant contest will begin Jan. 1 and extend through March 15. The contest will be promoted on "The Real McCoys," sponsored by Sylvania, and "The Tennessee Ernie Ford Show," sponsored by Ford. Contestants must send in a photograph of themselves and family in a new 1959 Ford taken with a Sylvania Blue Dot flash bulb.

Capitol Lumber Names Agency

Shaffer, Lazarus & LaShay, Chicago, has been named to handle advertising, sales promotion and public relations for Capitol Lumber Co., River Grove, Ill. Capitol has just embarked on an extensive campaign to increase its garage building business. Newspapers and direct mail will be used as the primary media for this promotion.

Sedlar Joins F. B. Ayer

Ted Sedlar, former public relations and promotion representative of American Airlines, has joined Frederick B. Ayer & Associates, New York aircraft dealer, as director of public relations and advertising.

Boettcher Joins Block

Melvin R. Boettcher has joined the copy staff of Frank Block Associates, St. Louis. He was formerly advertising manager of Hubbell Metals.

COMING—*Mars Inc. is offering this display to retailers to boost Valentine's Day sales.*

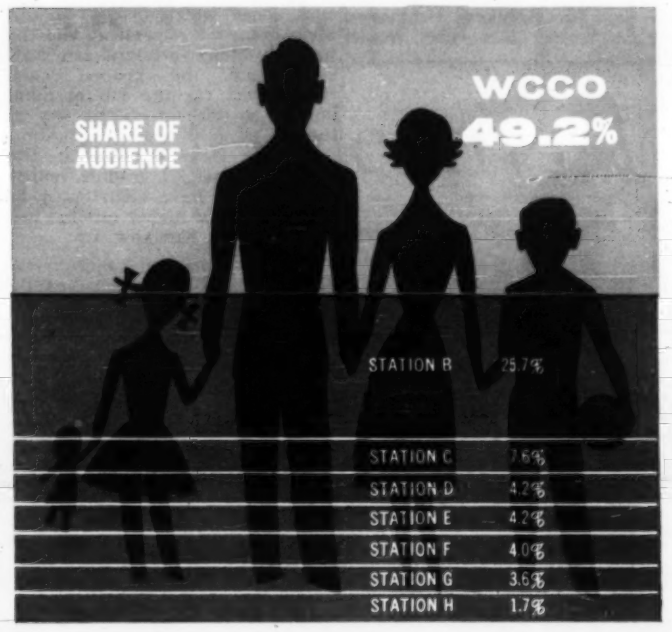
Parents' Institute Adds Baker & Taylor, Wholesale Book Unit

NEW YORK, Dec. 30—Parents' Institute, which last week took in Time Inc. as a 50% partner in its subscription selling operation, Family Publications Service (AA, Dec. 29), today announced the purchase of Baker & Taylor Co., national book wholesaler.

Described as a "forward step toward sound diversification in an allied field," Parents' Institute's purchase of the 130-year-old Hillside, N.J., company marked the entry of the publishing company into book wholesaling.

Parents' Institute already publishes *Parents' Magazine* as well as children's and teen magazines and an 11-volume children's encyclopedia.

Baker & Taylor, reportedly the largest exclusive wholesaler of books in the U.S., has a staff of 250 people selecting, stocking and shipping 60,000 titles from 700 publishers to retail book stores in the U.S. and Canada. The purchase price was not disclosed. #



ONLY WCCO RADIO DELIVERS 49.2% SHARE OF AUDIENCE

More listeners . . . more acceptance than the next five stations combined. Total dominance for your product story.

Station total, 6 AM-Mid., 7-day week

78% METRO AREA QUARTER HOUR WINS

WCCO Radio captures four times more quarter-hours than all other stations combined.

Metro area, 6 AM-Mid., 7-day week

56.9% SHARE OF ADULTS

WCCO Radio delivers the listeners with the purchasing power . . . nearly one-third more adults than all other stations combined. Potent acceptance for your sales message.

Station total, 6 AM-Mid., Mon.—Fri.

*Nothing sells like acceptance . . . **WCCO** Radio*

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, August, 1958

WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand

FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution". It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 850 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

We're glad to see you!

SHERATON HOTELS

EASTERN DIV.

NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N.Y.
PROVIDENCE	(Opens early 1959)
ATLANTIC CITY	MOBILE, Ala.

MIDWESTERN DIV.

CHICAGO	AUSTIN
DETROIT	AKRON
CINCINNATI	INDIANAPOLIS
ST. LOUIS	FRENCH LICK, Ind.
OMAHA	RAPID CITY, S. D.
LOUISVILLE	SIOUX CITY, Iowa
DALLAS	SIOUX FALLS, S. D.
(Opens early 1959)	CEDAR RAPIDS, Iowa

PACIFIC DIV.

SAN FRANCISCO	PORTLAND, Oregon
LOS ANGELES	(Opens fall 1959)
PASADENA	

CANADIAN DIV.

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

Print Buyer's Burden Eased by Research, Says 'AR' Report

CHICAGO, Dec. 30—Intensified research in printing and allied crafts in the past few years has given birth to a new era in print buying—an era promising better quality at no major price increase, an era in which buyers will concern themselves more with the end product only, less with the process that produces it.

This analysis and speculation is made in the just-published January *Advertising Requirements*, in a "Printing Progress Report" by *AR's* managing editor, Robert Konikow, on the eve of International Printing Week, to be marked Jan. 11-17.

■ Research is still a relatively new interest of the printing industry, says Mr. Konikow. He quotes one estimate that the whole graphic arts industry, with current sales at $8.5 billion, spends only $6,000,000 on research—about 7/100ths of 1%, compared with Du Pont's 3% and Bell & Howell's 4%.

But the drive toward more research is accelerating rapidly, he says. Creating better research and development facilities is, in fact, he notes, one of the major reasons for mergers and consolidations of printing and lithographing companies.

"As a result of this advancement in all the processes, one definite trend is visible," according to Mr. Konikow. "The buyer, more and more, will concern himself only with the end product and not with the road by which it is achieved."

■ The trend among printers of offering all processes—letterpress, lithography and gravure—is gradually shifting the burden of decision about which process to use away from the buyer and onto the printer. Many printers can now recommend the process each thinks best for the job at hand and do so without risking loss of the job.

Specific developments in the various phases of graphic reproduction that have contributed to the new era of higher quality, according to Mr. Konikow, are:

- Whiter whites and more brilliant colors in paper achieved by adding fluorescent dyes.
- Lighter weight stocks of paper, offering postal savings.
- Improved printing surfaces on coated stock, achieved by blades trailing over sheets rolling from paper-making machines.
- Greater uniformity among shops in print colors, and development of metallic and fluorescent inks.
- The spread of phototype-setting for body copy, plus some new simpler systems for display faces.
- Powderless etching in engravings, plus other engraving advances (AA, Dec. 1). #

American-Standard Promotes 5

American Radiator & Standard Sanitary Corp., New York, has realigned marketing personnel and created two new corporate posts. Donald D. Couch, formerly vp of marketing and commercial development, has been named group vp, engineered products divisions. Robert W. Lear, formerly general marketing manager, plumbing and heating division, has been named director of marketing services for the corporation. William A. Bauer, formerly president, plumbing and heating division, becomes group vp, home products division. Joseph J. Decker, formerly president, air conditioning division, has been named president, plumbing and heating division. Clyde H. Wilkinson, formerly manager, water heater products, has been appointed acting president of the air conditioning division.

ABC Radio Sells News

ABC Radio, New York, has added some sponsors. Colgate-Palmolive Co. (John W. Shaw Inc.) signed for "News Around the World" daily at 8 a.m., EST. Bankers Life & Casualty Co. of Chicago (Grant, Schwenk & Baker) bought a daily five-minute news strip with Paul Harvey, and Renuzit Home Products Co. (Arndt, Preston, Chapin, Lamb & Keen) joined Don McNeill's "Breakfast Club" backers.

'Cameo Theater' Gets Color

"Cameo Theater," which is being syndicated in a choice of monochrome and color, is already set for color showings in eight major markets—including six of the top 10. Victory Program Sales division of California National Productions, New York, distributes these "Matinee Theater" reruns.

PROTECT and BEAUTIFY PAPERS

With Permanent

PLASTIC FINISH

Right In Your Own Office With the Revolutionary New

APĒCO Ply-On OFFICE LAMINATOR™

Styled by Charles E. Jones and Associates

- ALL ELECTRIC
- FULLY AUTOMATIC
- FITS ON THE CORNER OF ANY DESK

COLORS POP OUT

Apeco Ply-On Laminating adds beauty and life to any paper. Adds brilliance to color, illustrations and overall appearance of any printed sheet.

SMUDGES, GREASE SMEARS WIPE AWAY

Papers protected with Apeco Ply-On Laminating are new looking forever. Stains and smudges of any kind wipe right off.

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12 of the best of the 52 Home Edited, Gravure Magazines by which you can reach any part or all of the nation

Guild Sues McCloskey

The Newspaper Guild of Greater Philadelphia has filed suit in common pleas court, Philadelphia, against Matthew H. McCloskey seeking $156,622 in severance pay for Guild members who worked for the *Philadelphia Daily News* at the time Mr. McCloskey sold the newspaper to S.R.B. TV Publishing Co., in December, 1957. The suit charges that *News* employes were considered fired without two weeks' notice, and maintains that the *News* is liable for severance pay and the two weeks pay in lieu of dismissal notice.

French Promotes Westgate

Oscar L. Westgate, advertising manager of R. T. French Co., Rochester, N. Y., has been named vp in charge of advertising. The company also has named W. W. Van Meter, general sales manager, to the board of directors of French and also to the Atlantis Sales Corp., sales organization for French's products.

OFFER—*R. T. French Co. makes its first coupon offer in ten years in this color half-page in the February Better Homes & Gardens, Ladies' Home Journal and McCall's. Compton Advertising, New York, is the agency.*

WSRS, WJMO to Change Hands in Three-Way Deal

CLEVELAND, Dec. 30—A three-cornered deal that will put Radio Stations WSRS and WJMO in new hands has been submitted to the Federal Communications Commission.

Richard Eaton of Washington, representing United Broadcasting Co., agreed to buy WSRS from Samuel R. Sague for "about $400,000." Mr. Eaton in turn sold his present Cleveland property, WJMO, to Preston G. Tuschman of Toledo for a reported $350,000.

The WJMO call letters will be used by WSRS, once the FCC approves the transactions. Mr. Eaton said he will also try to increase the station's power from its present 250 watts.

■ Mr. Tuschman is buying WJMO's physical plant and a two-year lease on the station's present location near the downtown area.

United Broadcasting said the move was the beginning of an effort to organize a network of smaller stations.

The deal was predicted but was kept dangling until WSRS and its announcers completed an agreement settling a 12-week strike. Mr. Eaton will assume the obligations of the new contract, running until next Aug. 31, if he becomes owner of the station. #

Lead Pencil Week Planned

Lead Pencil Manufacturers Assn. has designated Feb. 23-28 as Pencil Week. Point of purchase display material and ad mats will be distributed by the association to dealers, carrying the theme, "Pencils do more jobs better." A dealer display contest is being held, with the winner getting a seven-day cruise to Nassau. Last year, the association said, the pencil week campaign raised dollar volume in pencils more than 10%.

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- *78% shop from grocery lists on which brands are not specified by their mothers.*
- *24% cook every day.*
- *51% cook once or twice a week.*

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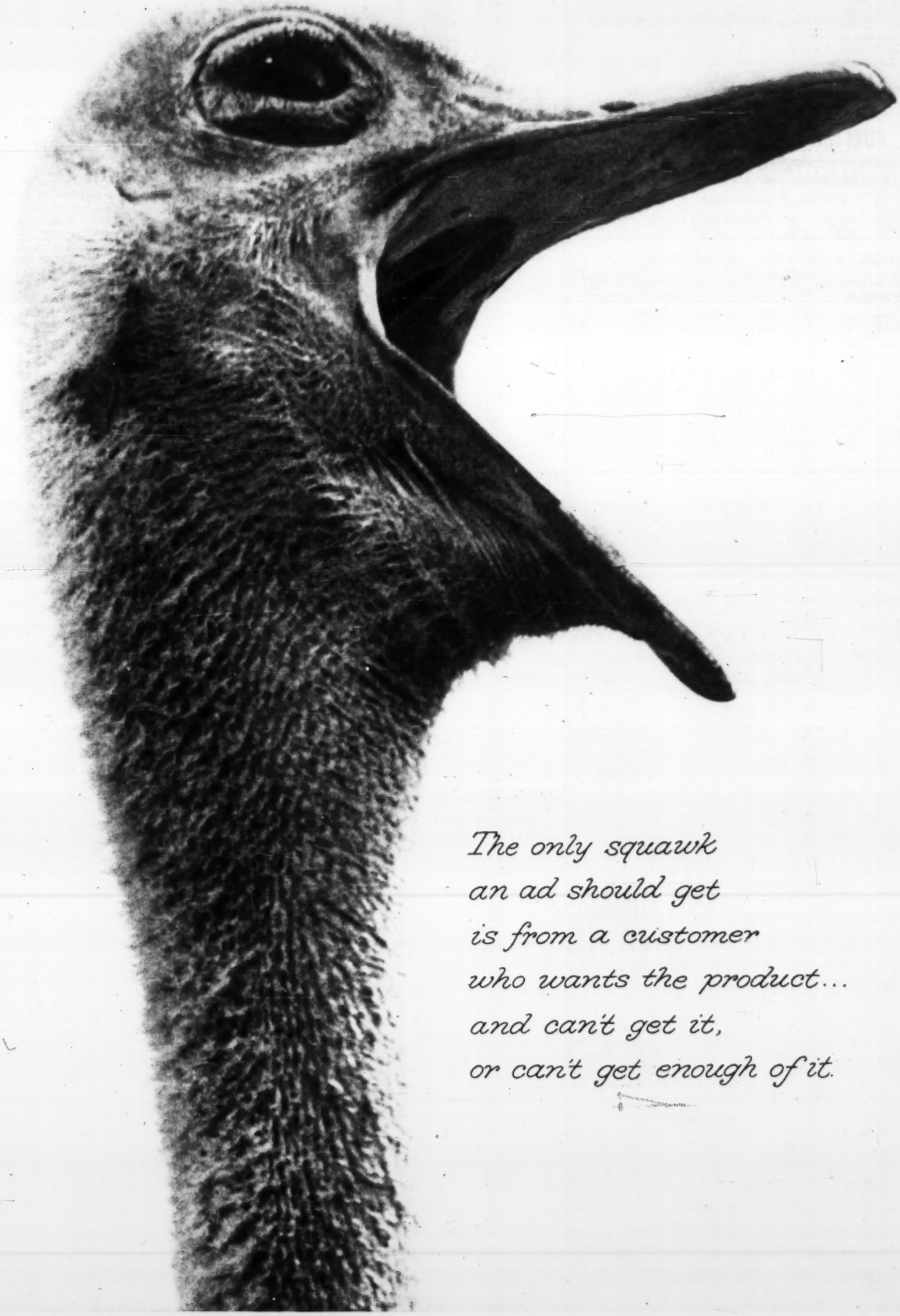

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an ad should get
is from a customer
who wants the product...
and can't get it,
or can't get enough of it.

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Y&R Names Three on Coast

Paul Waddell, associate director of the copy department of Young & Rubicam, Los Angeles, has been named head of the department, succeeding Charles Lasher, who has retired after 23 years with the agency. In its San Francisco office, Y&R has named Edna F. Kelly, formerly with Field Research Co., assistant to the research director, and Donald W. Rossman a member of the traffic department. Miss Kelly succeeds Margaret W. Eddy, who has been transferred to Y&R's research department in New York. Mr. Rossman formerly was in the New York office of Benton & Bowles.

KBON to McGavren-Quinn

McGavren-Quinn Corp., New York, has been named to represent KBON, Omaha. The radio station formerly was represented by John E. Pearson Co.

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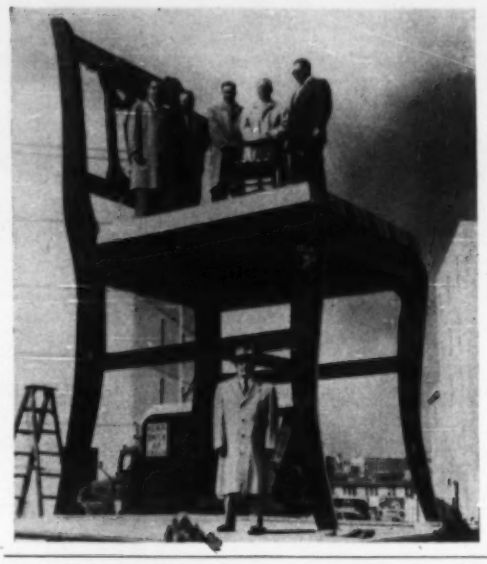

AD—*The "world's biggest chair" stands outside the Curtis Bros. Furniture Co. store in Washington. The chair is 19½' high and weighs 4,600 lbs. Bassett Furniture Industries, Bassett, Va., constructed it.*

Squires Joins Chemstrand

William J. Squires, formerly on the sales staff of Crompton Richmond Co., has joined Chemstrand Corp., New York, as a merchandising specialist.

'Motor Trend' to Award Approval Seal for Products

LOS ANGELES, Dec. 30—Effective with its February, 1959 issue, *Motor Trend* will begin a policy of awarding a "tested and approved" seal for products living up to manufacturers' claims. The seal will follow product use tests and be reported in the magazine's long-established editorial feature of that name. Products failing the test will also be reported.

It will be the first time there has been such a standard for the automotive field. Since there are no generally accepted standards for automotive products, the use tests will be confined to manufacturers' claims, and approval will be given on that basis only. All tests will be dated, and that date will be a part of the seal when used by manufacturers in advertising.

■ According to A. M. Benedict, director of advertising, the move has been spurred by the increasing car-consciousness of the American public. In the past, he says, *Motor Trend* readers were usually well-versed in automotive technology. But today, many people who are not "aficionados" have an interest in automotive accessories which has been whetted by the gimmicks and gadgets on new cars in recent years.

This interest has opened the doors to phonies and makes the obligation of *Motor Trend* to give its readers facts and the truth even greater than before, says Charles Nerpel, technical editor.

Mr. Nerpel says many new automotive products now being offered have one thing in common: "More of something for nothing." This "something" can be more horsepower, more mileage per gallon of gas or greater life of the product concerned. He feels that with the great interest in automotive gadgets and accessories, and the willingness of the public to buy them, the automotive business might be likened to the situation in patent medicines before federal protection was set up.

■ The use of the seal will not be restricted to *Motor Trend* advertisers. Any manufacturer may apply for the use test and seal. Other products will be tested when volume of reader inquiries or complaints indicate sufficient interest in the product. Another category in which tests will be made is that of a new product being advertised in *Motor Trend* for the first time, when there is some doubt as to its merits or advertising claims.

Not all products, whether advertised in *Motor Trend* or not, are eligible for the seal of approval. In this group will be products which require too lengthy periods for proper tests, products which do not require a test or those where a seal of approval does not apply. #

Catalina Revamps Divisions

Catalina Inc., Los Angeles, has consolidated its ladies' sweaters, fall sportswear and Play-Abouts divisions into one ladies' sportswear division. It will be managed by Charles W. Frazier, vp, formerly merchandise manager of Play-Abouts and fall sportswear. Joe K. Steele, vp, formerly merchandise manager of the ladies' and children's sweater division, has been appointed sales manager for the new ladies' division as well as the ladies' swimwear division. Kent Steinbrenner, vp and merchandise manager of children's swimwear and Play-Abouts, will also be responsible for children's sweaters under the new setup.

Don't be your own worst enemy! If you notice one of cancer's danger signals in yourself, don't talk yourself into thinking it's nothing to worry about. See your doctor. Only **he** can tell. To learn the seven danger signals and to find out how to guard yourself against cancer, call our nearest office or just write to "Cancer," in care of your local post office.

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Solve the case of the hidden facts with **SURVEY SERVICE**

Let Western Union's Survey Service with trained personnel in 1671 offices get you today's facts for your marketing decisions. Just supply your questions, sample to be surveyed, tell us where and when. Survey Service gathers the information for your evaluation on anything from circulation verification to consumer buying habits . . . regionally or nationally. It's fast! Complete! Economical!

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WESTERN UNION
Special Services Division

Publisher's Preview

GREAT LIFE

5

BARRING the war years, it is hard to remember a time like 1958, when so many smashing news events crowded one on another—Nixon in Venezuela, U.S. troops in Lebanon, De Gaulle, the *Nautilus* and the *Explorer,* the death of the Pope. You saw these great newspicture stories in LIFE, often just four days after the event, always in terms of the people who made the news. Yet a year ago, no one could have promised you these stories, for the best of LIFE is unpredictable. And no one can foretell where or when the news will happen in 1959. But as 1958 also proved, the news is not just the big, shattering events that change history's course. Next year the news may also be found in a collection of priceless paintings by an Old Master, in the natural history of South America, in what a fisherman sees in the dawn's light or what

In the year ahead only **LIFE**

YEAR AHEAD

a girl-watcher sees at a busy airport. All this, too, LIFE will bring you. Some parts of LIFE are, of course, predictable—the big picture portfolios and series only LIFE does so well and so frequently. You can look forward to many of these: a Great Tour of the Rocky Mountain states; a new, multipart series on the history of the West; more in LIFE's series on America's great families; a view inside Red China (in the current issue); additional instalments in Darwin's World of Nature series; new photo essays photographed for LIFE in Russia; the private papers of Benjamin Franklin; and a two-part report by Robert Coughlan on the sometimes violent growth of nationalism in Africa. In 1959 the average issue of LIFE will reach over 15,300,000 households. Nowhere else will you find such an exciting setting for the products you wish to sell.

Andrew Heiskell, Publisher

will give you so much . . . so swiftly, so surely.

Major Account Shifts, Appointments, 1958†

Restless Advertisers Switched 176 Big Accounts in the Past Year, with Auto Makers, Brewers, Cosmetics Marketers and Dog Food Purveyors Among the Most Active Categories; Mergers by Agencies and Advertisers Continued to Swell the Total

*Account shifts marked with an * were reported during the fourth quarter.*

ACCOUNT	TO	FROM	Billings (Estimated)
*Allied Van Lines	Campbell-Mithun	McCann-Erickson	$ 750,000
American Machine & Foundry Co. (corporate & 11 products)	Cunningham & Walsh	Fletcher D. Richards Inc.	1,300,000
American President Lines	Johnson & Lewis	Kenyon & Eckhardt	1,000,000
*American Tobacco Co. (International advertising)	Gotham-Vladimir Advertising	No agency	———
*Audivox Inc. (Audivox and Micronic Corp., a subsidiary)	Silton Bros., Callaway	Batten, Barton, Durstine & Osborn	———
B. T. Babbitt Inc. (Bab-O, Tidy Bowl, Cameo, Am-O & Connecticut Chemical)	Brown & Butcher	Donahue & Coe	1,500,000
(Glim)	Brown & Butcher	Doyle Dane Bernbach	500,000
*B. T. Babbitt Inc. *(Charles Antell Inc.)	Brown & Butcher	Paul Venze Advertising	———
*Bali Brassiere Co.	Hockaday Associates	Altman-Stoller Advertising	———
*Benrus Watch Co.	Grey Advertising Agency	Lennen & Newell	500,000
Best Foods (Rit division)	Sullivan, Stauffer, Colwell & Bayles	Earle Ludgin & Co.	1,000,000
Bon Ami Co.	Cole, Fischer & Rogow (Sept.)	Weiss & Geller	1,500,000
Bon Ami Co.	Weiss & Geller (Feb.)	Kastor, Farrell, Chesley & Clifford	1,500,000
Borden Co. (Starlac)	Dancer-Fitzgerald-Sample	Young & Rubicam	2,000,000
*Breast O' Chicken Tuna	Robinson, Jensen, Fenwick & Haynes	Guild, Bascom & Bonfigli	400,000
*Brown & Williamson Tobacco Corp. (du Maurier)	Ted Bates & Co.	Erwin Wasey, Ruthrauff & Ryan	———
*Burlington Industries (Klopman Mills)	Calkins & Holden	S. R. Leon Inc.	———
*Canadian Breweries (Carling's Black Label lager)	F. H. Hayhurst Co.	McKim Advertising Ltd.	500,000
Carbonated Beverage Institute	Fuller & Smith & Ross	No agency	1,000,000
*Chemical Corp. of America (Freewax)	D'Arcy Advertising Co.	Lennen & Newell	350,000
Chesebrough-Pond's (Vaseline petroleum jelly)	William Esty Co.	McCann-Erickson	———
(Pond's Angel Skin)	Compton Advertising	J. Walter Thompson Co.	———
*Chesebrough-Pond's *(Prince Matchabelli and Simonetta perfumes)	J. Walter Thompson Co.	Morse International	———
*(Seaforth men's toiletries)	Compton Advertising	Morse International	———
Chrysler Corp. (Chrysler and Imperial)	Young & Rubicam	McCann-Erickson	10,000,000
(corporate and export)	Leo Burnett Co.	McCann-Erickson	8,500,000
Clark Oil & Refining Co.	Tatham-Laird	Mathisson & Associates	1,000,000
Colgate-Palmolive Co. (Ajax)	McCann-Erickson	Bryan Houston Inc.	2,000,000
(Cashmere Bouquet)	D'Arcy Advertising Co.	Bryan Houston Inc.	2,000,000
(Halo)	D'Arcy Advertising Co.	Carl S. Brown Co. (now Brown & Butcher)	2,000,000
(Vel beauty bar)	Lennen & Newell	Carl S. Brown Co.	———
(Vel powder)	Norman, Craig & Kummel	Lennen & Newell	2,000,000
*College Inn Food Products Corp.	Cunningham & Walsh	Edward H. Weiss & Co.	———
Congoleum-Nairn	Keyes, Madden & Jones	Dancer-Fitzgerald-Sample	2,000,000
Consumer Drug Corp.	Clenaghen & Mount	Botsford, Constantine & Gardner	1,000,000
*Crane Co. (Plumbing and heating)	Buchen Co.	Leo Burnett Co.	1,000,000
*Curtiss Candy Co.	Clinton E. Frank Inc.	Wentzel, Wainwright, Poister & Poore	1,000,000
*Devoe & Raynolds Co.	Erwin Wasey, Ruthrauff & Ryan	J. Walter Thompson Co.	500,000
*Reuben H. Donnelley Corp. (Yellow pages)	Earle Ludgin & Co.	N. W. Ayer & Son	300,000
*Downyflake Foods	Marschalk & Pratt division of McCann-Erickson	J. M. Korn & Co.	500,000
*Drackett Co. (Delete and Vanish)	Young & Rubicam	J. M. Mathes Inc.	———
Emerson Drug Co. (Bromo-Seltzer)	Warwick & Legler	Lennen & Newell	2,000,000
Eversharp Inc.	Compton Advertising	Cunningham & Walsh	1,400,000
Max Factor & Co. (Max Factor fragrances: Electrique, Primitif and Hypnotique, Natural Wave hair spray, Hi-Fi make-up and Hi-Fi lipsticks)	Kenyon & Eckhardt	Doyle Dane Bernbach	3,000,000
(Men's toiletry products)	Carson/Roberts	Doyle Dane Bernbach Inc.	———
(Hi-Society lipstick)	Kenyon & Eckhardt	Anderson-McConnell	———
J. H. Filbert Inc.	Young & Rubicam	Sullivan, Stauffer, Colwell & Bayles	800,000
Florists' Telegraph Delivery Assn.	Keyes, Madden & Jones	Grant Advertising	1,700,000
Ford Motor Co (Lincoln and Continental)	Kenyon & Eckhardt	Young & Rubicam	4,500,000
*Ford Motor Co. *(Edsel)	Kenyon & Eckhardt	Foote, Cone & Belding	5,000,000
*(Lincoln and Continental)	Foote, Cone & Belding	Kenyon & Eckhardt	4,500,000
*Forstman Woolen Co. (Men's fabric line)	Batten, Barton, Durstine & Osborn	No agency	———
*General Baking Co.	Compton Advertising	Batten, Barton, Durstine & Osborn	1,500,000
*General Dynamics Corp. (Electro Dynamic and Electric Boat divisions)	D'Arcy Advertising Co.	Gotham-Vladimir Advertising	———
General Foods Corp. (S.O.S. division)	Foote, Cone & Belding	McCann-Erickson	2,000,000
(Calumet baking powder, Deserta, Minute potatoes, Walter Baker chocolate line, effective Jan. 1)	Foote, Cone & Belding	Young & Rubicam	———
(*Maxwell House vacuum packed ground coffee)	Ogilvy, Benson & Mather	Benton & Bowles	3,000,000
(New coffee assignments and two new products in the Gaines dog food line)	Benton & Bowles	No agency	———
*General Foods Ltd. (Regular Maxwell House coffee, Baker's chocolate products, instant Sanka and Postum, Certo)	McKim Advertising (effective April 1)	No agency	———
General Motors Corp. (Buick Motors division)	McCann-Erickson	Kudner Agency	24,000,000
(Frigidaire division)	Dancer-Fitzgerald-Sample	Kudner Agency	6,000,000
(Truck & coach division)	McCann-Erickson	Kudner Agency	2,000,000
(Motorama)	Campbell-Ewald	Not staged in 1957	3,500,000
Glamorene Inc.	Garfield-Linn & Co.	Product Services Inc.	2,000,000
*Glenmore Distillers Co. (Yellowstone bourbon, King's Ransom and House of Lords scotch)	D'Arcy Advertising Co.	Compton Advertising	1,200,000
*Gray Line Assn.	Richard N. Meltzer Advertising	Cunningham & Walsh	300,000
*Gray Mfg. Co.	Lawrence C. Gumbinner Advertising Agency	Lewin, Williams & Saylor (now Mogul, Lewin, Williams & Saylor)	———
*G. Heileman Brewing Co.	McCann-Erickson	Compton Advertising	1,000,000
Hamilton Beach Co.	Clinton E. Frank Inc.	Campbell-Mithun	1,000,000
*Hertz Corp. (Truck and car leasing divisions)	Needham, Louis & Brorby	Campbell-Ewald Co.	1,000,000
Hoffman-La Roche Inc.	William Douglas McAdams Inc.	Robert E. Wilson Inc.	1,000,000
	Doherty, Clifford, Steers & Shenfield	Cortez F. Enloe Inc.	
*Home Savings & Loan Assn. (L.A.)	Galaxy Advertising	J. W. Raymond Inc.	600,000
Hotpoint Co.	Compton Advertising	Maxon Inc.	
		Needham, Louis & Brorby	3,500,000
		J. R. Pershall Co.	
Intercontinental Hotels Corp.	Kudner Agency	Harris & Co.	1,000,000
International Paper Co.	Ogilvy, Benson & Mather	H. B. Humphrey, Alley & Richards	1,000,000
		LaFond & Picard (Bagpak division)	
*International Telephone & Telegraph Co. (industrial products division)	Darwin H. Clark Co.	Hixson & Jorgensen	———
*Keyes Fibre Co.	Harold Cabot & Co.	Charles W. Hoyt Co.	300,000
KLM Royal Dutch Airlines	Erwin Wasey, Ruthrauff & Ryan	Charles W. Hoyt Co.	1,000,000
Kroger Co. (11 divisions)	Campbell-Mithun	Campbell-Ewald	1,250,000
*Lane Co.	Doyle Dane Bernbach	C. J. LaRoche & Co.	500,000
Lanolin Plus Inc.	Erwin Wasey, Ruthrauff & Ryan	Kastor, Farrell, Chesley & Clifford	2,000,000
Lanvin Parfums Inc. (Radio and tv)	Dowd, Redfield & Johnstone	North Advertising Inc.	1,000,000
(Print)	Wesley Associates	North Advertising Inc.	
Lehn & Fink Products Corp. (Tussy cosmetics)	Young & Rubicam	Grey Advertising Agency	1,000,000
Lever Bros. (Air-Wick, bought from Seeman Bros.)	Foote, Cone & Belding	Norman, Craig & Kummel	500,000
(Handy Andy cleanser, new product)	Kenyon & Eckhardt	No agency	———
*Lucky Tiger Mfg. Co.	Gardner Advertising Co.	Atherton & Currier (now Kastor, Hilton, Chesley, Clifford & Atherton)	200,000
*Magnavox Co.	Not assigned	Maxon Inc	———
Thom McAn division of Melville Shoe Corp.	Doyle Dane Bernbach Inc.	Ogilvy, Benson & Mather	900,000
Mennen Co. (Foam shave, tube shaving creams, Afta non-alcoholic after shave and shave talc and bath powders)	Grey Advertising Agency	McCann-Erickson	1,500,000
(Skin bracer and a new men's cologne)	Warwick & Legler	McCann-Erickson	1,000,000
(Deodorant products, effective Dec. 1)	Warwick & Legler	Marschalk & Pratt	1,700,000
Minneapolis Moline Co.	BBDO	Graves & Associates	750,000
*Minnesota Mining & Mfg. Co. (National Advertising Co., a subsidiary)	Batten, Barton, Durstine & Osborn	Direct	———
*Mission Macaroni Co.	McCann-Erickson	Miller, MacKay, Hoeck & Hartung	———
John Morrell & Co. (Morrell meats and Red Heart cat food)	John L. Shaw Advertising	Campbell-Mithun	500,000
*John Morrell & Co. *(Red Heart dog food)	Not assigned	Campbell-Mithun	1,000,000

ACCOUNT	TO	FROM	Billings (Estimated)
Philip Morris Inc. (Benson & Hedges filter cigarets)	Doyle Dane Bernbach Inc.	Benton & Bowles	800,000
(Philip Morris cigarets)	Leo Burnett Co.	N. W. Ayer & Son	5,000,000
National Airlines Inc.	McCann-Erickson	Southern Advertising	2,250,000
*National Car Rental System	Gardner Advertising Co.	Gene Rison & Associates	500,000
*National Dairy Products Corp. (Breakstone Foods)	Mogul, Lewin, Williams & Saylor	Paris & Peart (now Gardner Advertising Co.)	———
*National Restaurant Assn.	Reach, McClinton & Co.	Geren Advertising	———
Nehi Corp.	D'Arcy Advertising Co.	Compton Advertising	3,000,000
Northam Warren Corp. (Cutex, Peggy Sage and Odorono)	Doyle Dane Bernbach Inc.	J. M. Mathes Inc.	2,000,000
*North American Van Lines	Biddle Co.	Applegate Advertising Agency	800,000
*Oakite Products (Household cleanser)	Richard K. Manoff Inc.	Calkins & Holden	———
Oklahoma Oil Co.	Needham, Louis & Brorby	Maryland Advertising Agency	2,000,000
Pabst Brewing Co.	Kenyon & Eckhardt	Norman, Craig & Kummel	6,500,000
*Pacific Mutual Life Insurance Co.	Hixson & Jorgensen	Foote, Cone & Belding	200,000
*Palm Beach Co.	Grey Advertising Agency	Needham, Louis & Brorby	———
*Pennsylvania Tire Co.	Not assigned	Fuller & Smith & Ross	———
Chas. Pfizer & Co. (About 25 products including Terramycin, Tetracyn and Signemycin products of Pfizer Laboratories)	Not assigned	William Douglas McAdams Inc.	1,750,000
*Philco Corp. of Canada	F. H. Hayhurst Co.	Hutchins Advertising Co.	———
*Procter & Gamble (Big Top peanut butter)	Grey Advertising Agency	Compton Advertising	———
Quaker Oats Co. (Ken-L Products)	J. Walter Thompson Co.	Needham, Louis & Brorby	3,500,000
(Instant macaroni)	John W. Shaw Advertising	J. Walter Thompson Co.	50,000
Revlon Inc. (Clean & Clear)	Warwick & Legler	C. J. LaRoche & Co	———
(Satin Set)	Emil Mogul Co.	C. J. LaRoche & Co.	1,000,000
(Silicare)	Warwick & Legler	Dowd, Redfield & Johnstone	700,000
(Silken Net, Aqua Spray)	C. J. LaRoche & Co.	Emil Mogul Co.	200,000
(Garry Moore tv, new)	C. J. LaRoche & Co.	No agency	———
(Clear-o-Dan)	Maxwell Sackheim & Co.	Emil Mogul Co.	———
(Delimine, new)	Maxwell Sackheim & Co.	No agency	———
(Unnamed new product)	Heineman, Kleinfeld, Shaw & Joseph	No agency	———
(That Man cologne, new product)	Heineman, Kleinfeld, Shaw & Joseph	No agency	———
*Reynolds Metals Co. (Decorative foil and Arrow brands divisions)	Lennen & Newell	Carson/Roberts	500,000
*Rice Industry	J. Walter Thompson Co.	No agency	———
Rival Packing Co.	Guild, Bascom & Bonfigli	McCann-Erickson	1,000,000
*Rogers Inc.	Victor Bennett Co.	Dobbs Co.	———
Oral Roberts Evangelistic Assn.	Keyes, Madden & Jones	C. L. Miller Co. (merged with Lennen & Newell)	1,250,000
*Schenley Industries (CVA Corp.)	Norman, Craig & Kummel	Foote, Cone & Belding	1,500,000
*Jos. Schlitz Brewing Co. (Old Milwaukee beer)	Grant Advertising	No agency	———
*W. F. Schrafft & Sons	Richard K. Manoff Inc.	Silton Bros., Callaway	500,000
*Joseph E. Seagram & Sons (New product)	Warwick & Legler	No agency	———
(Kessler division)	Young & Rubicam	Warwick & Legler	———
Sears, Roebuck & Co.	Cunningham & Walsh	Mayers Co.	2,000,000
Serta Associates (Effective with spring campaign)	Tatham-Laird	Erwin Wasey, Ruthrauff & Ryan	1,000,000
*Simoniz Co. (Export)	Young & Rubicam	Gotham-Vladimir Advertising	———
Star-Kist Foods	Leo Burnett Co.	Honig-Cooper & Miner	1,500,000
Stephan Distributing Co.	Cunningham & Walsh	J. J. Coppo Co.	1,000,000
Studebaker-Packard Corp.	D'Arcy Advertising Co.	Burke Dowling Adams Inc.	7,000,000
Swift & Co. (Allsweet, End-O-Products, Vigoro)	Leo Burnett Co.	J. Walter Thompson Co.	1,500,000
(Pard, Swift'ning, Jewel shortening & salad oil)	Dancer-Fitzgerald-Sample	J. Walter Thompson Co.	1,500,000
(Peanut butter)	Not assigned	J. Walter Thompson Co.	———
*Swissair North America	Not assigned	deGarmo Inc.	250,000
*Tampax Inc. (Professional advertising)	Marschalk & Pratt division of McCann-Erickson	Noyes & Sproul	———
*Tasty Baking Co.	Aitkin-Kynett	N. W. Ayer & Son	750,000
*Van Munching & Co.	MacManus, John & Adams	Peck Advertising Agency (now Doner & Peck)	———
Volkswagen of America	J. M. Mathes Inc.	No agency	750,000
*Volkswagen of America	Not assigned	J. M. Mathes Inc.	750,000
*Ward Baking Co. (Tip-Top cake line)	Grey Advertising Agency	J. Walter Thompson Co.	———
Warner-Lambert Pharmaceutical Co. (Hudnut hair preparation)	Lambert & Feasley	Sullivan, Stauffer, Colwell & Bayles	1,500,000
(New product)	Warwick & Legler	No agency	———
(DuBarry cosmetics and Sportsman men's toiletries, effective Jan. 1)	Lambert & Feasley	Norman, Craig & Kummel	1,000,000
*Warner-Lambert Pharmaceutical Co. *(Fizzies)	Lambert & Feasley	Lennen & Newell	———
*(New Faces)	Lambert & Feasley	Norman, Craig & Kummel	———
*Watchmakers of Switzerland	Not assigned	Foote, Cone & Belding	500,000
*Waterman-Bic Pen Co.	Bruce Enderwood Co.	Fletcher D. Richards Inc. (for Waterman)	———
Weco Products Co. (Dr. West's push-button tooth paste)	Keyes, Madden & Jones	J. Walter Thompson Co. (introductory campaign only)	1,000,000
*West End Brewing Co.	Doyle Dane Bernbach	Cohen & Aleshire	———
*West Penn Electric System	Burke Dowling Adams Inc.	Albert Frank-Guenther Law	500,000
Westinghouse Electric Corp. (tv-radio division)	Grey Advertising Agency	McCann-Erickson	2,000,000
Whitehall Pharmacal Co. (Neet)	Lawrence C. Gumbinner	Erwin Wasey, Ruthrauff & Ryan	———
(Kolynos)	Tatham-Laird	Grey Advertising	300,000
(Soothol)	Bryan Houston Inc.	Sullivan, Stauffer, Colwell & Bayles	———
Wilson & Co. (ham, bacon, sausage and canned meats)	Kenyon & Eckhardt	Needham, Louis & Brorby	1,250,000
*Woman's Day	Doyle Dane Bernbach	Paris & Peart (now Gardner Advertising Co.)	———
*Woolite Inc.	Charles W. Hoyt Co.	Honig-Cooper, Harrington & Miner	———
Zenith Radio Corp. (radio-tv receivers)	Foote, Cone & Belding	Earle Ludgin & Co.	2,000,000

†For more detailed account changes and appointments for the first nine months of 1958, see Page 120, AA, April 21, Page 84, July 7, Page 82 and 83, Oct. 6.

Multiple Account Changes, 1956-1958

Following are some accounts which have switched agencies two or more times in the three-year-period—1956-58.

Account	To	From	From
B. T. Babbitt Inc.	Brown & Butcher (1958)	Donahue & Coe (1957)	Dancer-Fitzgerald-Sample
Bayuk Cigars	Feigenbaum & Wermen (1957)	Al Paul Lefton Co. (1956)	D'Arcy Advertising Co.
Bayuk Cigars (southern)	Noble-Dury & Associates (1958)	Greenhaw & Rush (1956)	D'Arcy Advertising Co.
James B. Beam Distilling Co.	Edward H. Weiss & Co. (1957)	Cunningham & Walsh (1956)	Weiss & Geller
Benrus Watch Co.	Grey Advertising Agency (1958)	Lennen & Newell (1956)	Biow Co.
Bon Ami Co.	Cole, Fischer & Rogow (1958)	Weiss & Geller (1958)	Ruthrauff & Ryan (1956) from Norman, Craig & Kummel
Bond Stores (radio and tv except West Coast)	Keyes, Madden & Jones (1957)	Joseph Katz Co. (1956)	Biow Co.
Colgate-Palmolive Co. (Vel bar)	Lennen & Newell (1958)	Carl S. Brown Co. (1956)	Wm. Esty & Co.
Helene Curtis Industries (Lentheric)	Gordon Best Co. (1957)	Earle Ludgin & Co. (1956)	Grant Advertising
Emerson Radio & Phonograph Corp.	Friend-Reiss (1958)	Smith/Greenland (1957) (Martin L. Smith Co.)	Grey Advertising Agency
Ford Motor Co. Lincoln and Continental	Foote, Cone & Belding (1958)	Kenyon & Eckhardt (1958)	Young & Rubicam
Hamilton Beach Co.	Clinton E. Frank Inc. (1958)	Campbell-Mithun (1957)	Erwin, Wasey & Co.
Kroger Co. ½	Campbell-Mithun (1958)	Campbell-Ewald (1957)	Ralph H. Jones Co.
Kroger Co. ½	———	Campbell-Mithun (1957)	Ralph H. Jones Co.
Langendorf United Bakeries	Compton Advertising Young & Rubicam (1958)	Compton Advertising (1956)	Biow Co.
Lanolin Plus	Erwin Wasey, Ruthrauff & Ryan (1958)	Kastor, Farrell, Chesley & Clifford (1957)	Russel M. Seeds Co. (1956) from Biow Co.
Lucky Tiger Mfg. Co.	Gardner Advertising Co. (1958)	Atherton & Currier (1958)	Allmayer, Fox & Reshkin
Mennen Co. (Men's line)	Grey Advertising Agency (1958) Warwick & Legler (1958)	McCann-Erickson (1956)	Kenyon & Eckhardt
Philip Morris cigarets	Leo Burnett Co. (1958)	N. W. Ayer & Son (1956)	Biow Co.
Pabst Brewing Co.	Kenyon & Eckhardt (1958)	Norman, Craig & Kummel (1957)	Leo Burnett Co.
Palm Beach Co.	Grey Advertising Agency (1958)	Needham, Louis & Brorby (1956)	Ruthrauff & Ryan
Revlon Inc. lipstick manicure products eye makeup rouge	Warwick & Legler (1957)	BBDO (1956)	Norman, Craig & Kummel
Eye Fresh	Dowd, Redfield & Johnstone (1957)	Warwick & Legler (1957)	BBDO
Satin Set	Emil Mogul (1958)	C. J. LaRoche (1957)	BBDO
Silicare	Warwick & Legler (1957)	Dowd, Redfield & Johnstone (1956)	Norman, Craig & Kummel
$64,000 Question (tv) $64,000 Challenge (tv)	Warwick & Legler (1957)	BBDO (1956)	C. J. LaRoche
Jacob Ruppert	Compton Advertising (1957)	Warwick & Legler (1956)	Biow Co.
Serta Associates	Tatham-Laird (1958)	Ruthrauff & Ryan (1956)	Bozell & Jacobs
Studebaker-Packard Corp.	D'Arcy Advertising Co. (1958)	Burke Dowling Adams Inc. (1957)	Benton & Bowles
Zenith Radio Corp.	Foote, Cone & Belding (1958)	Earle Ludgin & Co. (1956)	Batten, Barton, Durstine & Osborn

Gainsbrugh Urges Tax Write-off of Ad Costs

(*Continued from Page* 3)

growth companies has yet to embrace the rising investment in advertising as still another essential dimension of growth and growth potential, as is now true for research and development. For example, public discussions of individual growth companies will often stress the extent of their outlays for physical plant and equipment or research and development outlays, while little if any reference is made to their outlays on investment in advertising.

■ "Yet, it is obvious," he continued, "that an enterprise can alter or insure its future position via the advertising outlay (investment) route perhaps as effectively as it can through enhanced capacity to produce (the conventional measure of investment) or accelerated technological innovation.

"What about the cyclical behavior of spending for plant and equipment, research and development and advertising?" he asked. "It is quite clear that advertising expenditures are far better sustained than business spending for plant and equipment. In the postwar period the annual volume of advertising rose each year, except 1958, when it sustained a slight dip, the first dip of any sort in 20 years."

On the other hand, he said, "the volatile record of plant and equipment spending is well known. According to the latest estimates such private spending over-all fell 17% from 1957 to 1958, 28% in manufacturing."

Thus, he explained, the greater stability of the advertising influence on the business cycle can serve to cushion effects of inconsistent "brick and mortar" investments over the years.

■ The corporate tax angles of Mr. Gainsbrugh's ad investment idea were discussed, meanwhile, by Robert A. Schulman, a tax attorney and partner in Wenchel, Schulman & Manning, Washington.

He said that increased ad volume in times of declining consumption "may well be one of our first lines of defense against recession and depression. In a very real sense, it represents an early and practical alternative to government make-work projects and conceivably could effectively reverse the downward spiral of decreasing demand, employment and purchasing power so as to obviate extreme measures."

But, Mr. Schulman warned, it would take much time and effort to get Congress to recognize this function of advertising by approving a company advertising reserve as capitalization.

"Primarily because of the difficulty of preventing diversion and because of the possible distortion in taxable income in years when funds are merely set aside, Congress and the Treasury Department have adamantly resisted proposals for any type of reserve for future ad expenditures," he pointed out.

"But," he went on, "to the extent that establishment of an ad reserve constitutes sound business planning, there is no reason why businesses can't set up their own voluntary and non-deductible ad reserve.

■ "An amendment permitting such reserves free and clear of Section 531 [of the tax code] would constitute a recognition by Congress of the unique and vital role which advertising can and should be encouraged to assume in our economy. As such, it represents a significant advance toward any long-range goal of legislation which would permit the establishment of deductible reserves for advertising," he said.

■ Some problems in implementing the marketing concept were discussed in another conference session.

One problem, according to Robert J. Keith, exec vp of Pillsbury Co.'s consumer foods division, is the fact that "agencies are still too much ad agencies and not enough marketing agencies." Their marketing departments, he noted, are very often subsections of the agency, suggesting an incomplete understanding of the total marketing concept. But as this understanding grows, he predicted, agencies will become in fact more and more marketing agencies.

■ The old complaint of trouble in selling top management on the total marketing concept was again raised at this session. But Wroe Alderson, partner in Alderson Associates Inc., Philadelphia marketing and management consultant, emphasized that very often it has been top company executives with neither advertising nor sales experience who have sparked a company's marketing program.

"Top management generally hasn't been asleep during the evolution of the marketing concept," he asserted.

Tying these two points together, Robert T. Browne, the marketing vp of Pillsbury Co., said, "The quicker top management learns to select key personnel with the qualifications necessary to function properly within a total marketing framework, the quicker they will, in effect, adopt the marketing concept themselves."

■ Action toward reducing the cost of marketing has "at last" begun in many American companies, "in part because today marketing effectiveness is the key to industry leadership, and to profit protection and expansion," according to Richard D. Crisp, director of marketing of Guild, Bascom & Bonfigli.

"The leader in each industry is the marketing leader, first, and the sales leader, second," Mr. Crisp said at a Tuesday conference session. "In order to get and keep leadership, you have to keep your marketing muscle trained more finely than that of your major competitors."

Referring to the cost of advertising, he noted that "a major area of opportunity exists where the measurement of advertising weight is concerned." He described television as a rewarding opportunity to "everyone seriously interested in a positive approach to marketing cost reduction.

"Tv is centered in a given number of identifiable, known geographic points," Mr. Crisp said. "Tv is made to order for the appli-

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if your products are cataloged here

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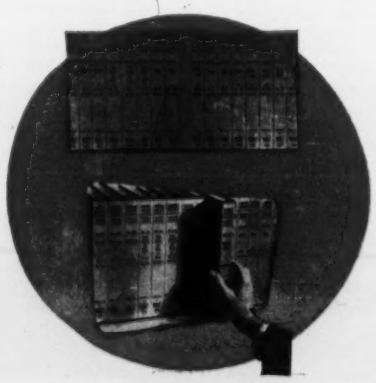
The Hardware Retailer Catalog Service is a new and powerful marketing tool developed by the National Retail Hardware Association for 23,000 independent retail hardware store members and for 600 hardware wholesalers. It is an annual compilation of manufacturer's catalogs and catalog sheets, permanently bound, carefully indexed—to be distributed free in May, 1959. This retail merchandise "encyclopedia" helps hardware men "buy and sell". . . *your* products. It is a powerful promotion tool, a silent salesman that sells your products whether or not the dealer carries them . . . or if the dealer is out of stock!



More service . . . more sales: The Hardware Retailer Catalog Service shows potential customers your products, their features and advantages when not in dealers' stock. It answers customer questions authoritatively and meets customer requests for "outs" and special order items. The catalog service will also be available to all hardware wholesalers in the U. S., further encouraging the distribution and sale of your products.

Dealer convenience . . . more sales: With the Hardware Retailer Catalog Service, no longer will your catalogs be mislaid or lost. Even the most inexperienced dealer salesman can locate your catalogs in seconds . . . to turn "outs" and special order requests into SALES!

cation of the controlled experiment to marketing, on a scale far beyond anything most companies have even considered. Tv presents you with an opportunity to try and err —to apply, in marketing, for very slight incremental costs, the experimental method which has contributed so importantly to the progress of so many sciences."

■ Henry O. Whiteside, vp of J. Walter Thompson Co., told one conference group that symbolism is playing a more important part in creative advertising.

Researchers now recognize that the words and pictures used in ads are also symbols (which may enforce or distort the intended meaning of the ad), Mr. Whiteside noted, adding that "recognition that these things *are* symbols makes possible the more precise channeling of advertising communication."

He added that the study of symbolistic behavior must be developed "if we are to develop any reasonable explanation for man's behavior in the market place."

■ Symbolism in marketing was also discussed by Sidney J. Levy, director of psychological research of Social Research Inc., who said man's increased economic well-being, plus the tendency toward sameness of products, means that the old selective criterion—practical considerations—no longer is as important.

Today, he said, the things people buy are seen to have personal and social meanings in addition to their functions.

"A symbol is appropriate," Mr. Levy said, "and the product will be used and enjoyed when it joins with, meshes with, adds to, reinforces, etc., the way the consumer thinks about himself. In the broadest sense, each person aims to enhance his sense of self, to behave in ways that are consistent with a set of ideas he has about the kind of person he wants to be.

"Much marketing and advertising thinking goes on with little actual regard given to the kinds of symbolic meanings that are so intrinsic to consumer viewpoints," he said. "Greater attention to these modes of thought will give marketing management and research increased vitality, adding to their own practical and symbolic merits."

■ The airline passenger market of the future does not have an unlimited ceiling, according to Robert E. Johnson, senior vp for sales and public relations of United Air Lines.

While scheduled airlines of the U.S. expect to double their passenger traffic by 1965 (to 80,000,000 passengers), many marketing problems must be met by the airlines, he said at an AMA luncheon Tuesday.

Among potential sources of new traffic, he listed population growth and the medium and long-haul auto traveler. The bulk of the auto market is short haul and not readily available to the airlines, he noted. For example, only 6% of the inter-city auto travel involves a distance of 500 miles or more.

Mr. Johnson said that as a result of excessive competition established on most of the air route segments during the last few years, the capacity of the airlines considerably exceeds current demand.

"As a consequence, there will be efforts to open up new market segments overnight by cut-rate tariff filings and merchandising schemes," he predicted, adding: "It is doubtful indeed if such approaches can materially change the basic characteristics of the airline market."

■ Advertisers who have stressed to the public the size of their financial exertions in making annual model changes have done themselves a disservice in terms of growing criticism of "planned obsolescence," Edwin H. Sonnecken, president of Market Planning Corp., a McCann-Erickson subsidiary, told a session devoted to discussion of this controversial matter.

Mr. Sonnecken, who said, "I object to this ['planned obsolescence'] label," declared that it would be far better to describe the phenomenon as "planned progress" or "dynamic product planning."

But, he said, "to tell the public that you are spending half a billion dollars on product changes doesn't really influence consumer buying decisions, and it gives a distorted impression of what is really a small item in the product cost which you are asking the consumer to pay."

The evidence shows, Mr. Sonnecken said, that consumers have forced "dynamic product planning" by favoring the wares of marketers who have engaged in it.

■ Prof. Edward M. Barnet, of Northwestern University, pointed out that "planned obsolescence" is demanded by consumers and also serves an important merchandising purpose by maintaining a high interest on the part of sales people, who, he said, "tend to grow stale on the same old products."

■ Dexter M. Keezer, director of the McGraw-Hill economic staff, said that although a good case could be made for calling the presently-receding recession a "sputnik recession," because the Russian achievement was a "severe shock" to the business world, the slump represented in many ways a failure of marketing. He cited "failure of the 1958 automobile models to charm the customers" as an example.

Stressing the importance in today's economic scene of "optional consumption," Mr. Keezer declared that successful marketing is a key ingredient of a successful economy of abundance.

"A failure in the field of marketing," he said, "made a decisive contribution to the recession from which we are now recovering." #

20th Century Boosts Neill

Frank Neill, a publicist with 20th Century-Fox for the past eight years, has been named publicity head of 20th Century-Fox Television in Hollywood.

. . . you'll get plus sales here!
. . . eliminates retailer "outs"—you'll get special order business
the Independent HOME OWNED HARDWARE STORE
YOUR HANDY HELPFUL HARDWARE MAN

CATALOG SERVICE

Quick reference . . . more sales: The Hardware Retailer Catalog Service is doubly-indexed for rapid reference convenience. Your company name will be listed alphabetically in each departmentalized volume. In addition, a master classified index gives the name of your company and products. There's no unnecessary waiting by the customer to kill the sale.

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214 Terminal Sales Building
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Telephone—Capitol 7-4993

WERNER HAUPTLI
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New York 19, New York
Telephone—Plaza 7-6194

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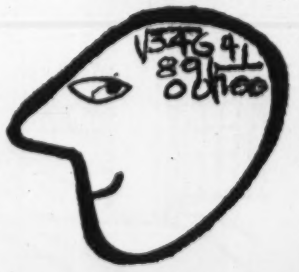

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTOMATIC

89 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

Your number one buy is a

Hyde Street Cable Car

Best realistic black and white illustration,
San Francisco Art Directors Tenth Annual Exhibition of Advertising Art

Since 1887 San Francisco's great newspaper... and <u>still</u> growing!

always newspaper number one

IT'S THE EXAMINER IN SAN FRANCISCO AND NORTHERN CALIFORNIA

DAILY LINAGE First 11 months 1958

	EXAMINER	Chronicle	Call-Bulletin	News
RETAIL	8,251,242	5,960,400	5,581,101	4,319,149
NATIONAL	4,029,828	3,309,870	2,305,062	1,902,971
TOTAL DISPLAY	12,281,070	9,270,270	7,886,163	6,222,120
CLASSIFIED	5,460,683	3,151,989	584,638	1,099,068

SUNDAY LINAGE First 11 months 1958

EXAMINER	Chronicle
5,402,994	3,943,725
1,068,743	981,243
6,471,737	4,924,968
2,330,757	1,128,559

Excludes Syndicated Supplements

Note: Department Stores place more than 50% of their advertising in The Examiner.
Chronicle figures include 510,807 lines of Daily Part-run advertising and 280,654 lines of Sunday Part-run advertising.

DAILY CIRCULATION

	EXAMINER	Chronicle	*Call-Bulletin	*News
CITY	105,489	70,005	86,497	75,489
TOTAL	257,251	225,429	140,207	101,786

SUNDAY CIRCULATION

EXAMINER	Chronicle
148,897	78,085
469,372	276,473

Circulation figures are from the September 30, 1958, publishers' statements as filed with the Audit Bureau of Circulation subject to audit.

After January 18th the H.A.S. man can give you the twelve-month figures.

*Reported on 5-day average.

The San Francisco Examiner

A HEARST NEWSPAPER • Represented Nationally by Hearst Advertising Service Inc

Young Promotes Smith

James P. Smith has been appointed assistant to Stephen A. Machcinski, exec vp and sales manager of Adam Young Inc., New York, radio station representative. Mr. Smith has been a salesman for the company since 1957.

DO YOU WANT THE ACCOUNT?
. . . Reach for BRAD-VERN'S!
Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.
Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

Armstrong Elects Morgan VP

Armstrong Advertising Agency, Chicago, has elected Paul B. Morgan, with the agency since 1955, a vp.

Wouldn't SELLING be easy . . .
if all markets were like
LUBBOCK (TEXAS)?
. . . and all media were like the
LUBBOCK AVALANCHE-JOURNAL
that makes growing Lubbock
and its 19-county market
so easy to reach?

27.8% BIGGER . . .
29.2% RICHER . . .
in the last four years!
SM, May 10, 1954-1958
LUBBOCK AVALANCHE-JOURNAL
CIRCULATION OVER 66,000
WAYNE HENLY, ADV. Director
LESTER M. HORNER, Gen. Adv. Mgr
Represented Nationally by
TEXAS DAILY PRESS LEAGUE, INC.
Representing Daily Newspapers Only

Computer to Be Test Market of Future: Clawson

(Continued from Page 3)

to marketing programs which are under consideration," he said.

"I believe there are many indications that the decision-and-action process of consumers will soon be simulated, or at least reduced to a systematic set of mathematical functions which can be programmed onto an electronic computer," Mr. Clawson stated. "In this way, we will be thinking about a representative sample of consumers in a way similar to the way they think for themselves with those marvellous built-in computers with which each is endowed."

■ Four major improvements are needed in the field of motivational research, Mr. Clawson, said. He told the group that:

- "MR must be designed to uncover *all* the types of motives which affect purchase of a given product.
- "A truly well-rounded motivation research plan is needed which will check *all* the behavioral steps in the 'stairway of motivation' leading up to and extending beyond the purchase of a product or service.
- "True motivational research can and must employ a full kit-bag of tools, not just projective tests by themselves, and not just unstructured depth probing by itself.
- "The most critical improvement required is the quantification of findings. The most important events which marketing executives must explain, predict and control are quantitative in form. Sales volume is an example. Therefore, the causes of these events must be expressed in quantitative form, too, if they are to be most useful." #

SAMPLES—*Employes of American Viscose Corp.'s new cellophane plant at Marcus Hook, Pa., receive gift loaves of Freihofer Baking Co.'s white bread, now wrapped for the first time in Avisco cellophane. The event represents cooperation between the baker and packaging materials supplier in publicizing a packaging change.*

Shirley Merzon Joins Gore

Shirley Merzon, formerly with Leber & Katz, has joined Gore Smith Greenland Inc., New York, as a member of the copy department.

Caples Names Two VPs

John Gannon and E. F. Bandy Jr., account executives at Caples Co., New York, have been appointed vps.

Farmer-Advertisers Need Economic, Not Motive, Data: Waugh

(Continued from Page 3)

doesn't want or need. Rather, it is in finding kinds of promotion that will expand the market for existing farm products in ways that increase the farmer's net income," Mr. Waugh said.

■ Few agricultural economists have attempted to measure the effectiveness of promotional programs in agriculture, he added, and charged that the studies that have been made have "typically come to negative conclusions; that is, the authors report that they were unable to find concrete evidence that promotion and advertising had been profitable."

Mr. Waugh said there has been a strong trend toward more extensive use of advertising in the farm field. "The enormous surpluses of farm products in recent years, together with the desire to avoid effective production controls, have dramatized the need for expanding markets for farm products," Mr. Waugh said.

■ "The American farmer needs, and knows he needs, to find bigger, commercial, non-subsidized markets for his products," Mr. Waugh said. He said this is the main reason for the current interest in "self-help" programs, such as those proposed by the dairy and turkey industries. #

A $355.00 BONUS!

on every page you use
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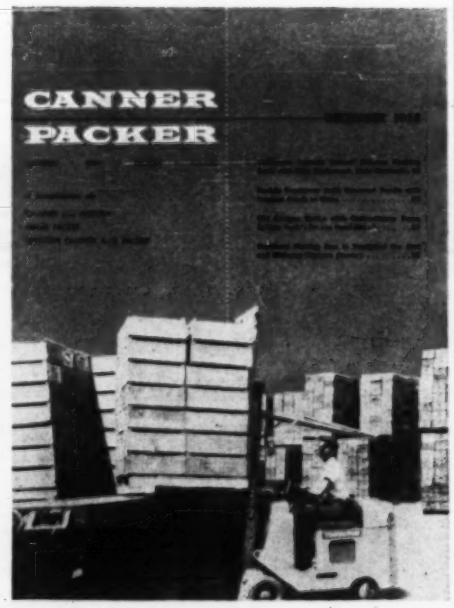
FIGURE IT YOURSELF!

Before Consolidation:	13-time Rate Per Page
Canner & Freezer	$250.
Food Packer	230.
Western Canner and Packer	200.
Total	$680.
After Consolidation:	
CANNER/PACKER	325.
YOUR BONUS:	$355.



Yes, it's a matter of simple arithmetic. The CANNER/PACKER delivers the COMBINED coverage of these three publications! And at LESS than *one-half* of the combined cost of space in the same publications before the merger! That's a real bonus . . . an advertising value you just cannot afford to ignore.

Furthermore, the CANNER/PACKER delivers over 90% coverage of the $6 Billion Processed Food Industry . . .

- nearly 6,000 PAID circulation—at $325. per page on the 13-time schedule.
- no waste circulation to dissipate your precious ad dollars.
- coverage of all four major industry divisions: canned, dry, frozen and glassed food processors.
- coverage of the *total* buying team: management, production, technologists, sales, fieldmen, packaging and warehouse managers.

Add up this BONUS BUY for yourself! Then, you, too, will make the CANNER/PACKER your FIRST medium for selling the Processed Food Industry. Write today for a sample copy, data file, circulation statement and rate card.

CANNER/PACKER
A Merger of THE CANNER & FREEZER, FOOD PACKER and WESTERN CANNER & PACKER
totally dedicated to serving canned, dry, frozen, glassed food processors
TRIAD PUBLISHING COMPANY, 59 EAST MONROE ST., CHICAGO 3, ILL. • Financial 6-7788
370 Lexington Ave., New York 17, MUrray Hill 3-8333 • 500 Howard St., San Francisco 5, EXbrook 7-1887

First!
• in Retail Display!
• in Total Display!
• in Circulation!
Haverhill's FIRST Newspaper!
THE HAVERHILL JOURNAL
Haverhill, Massachusetts
Represented by
Shannon & Associates, Inc.
Chicago, New York, Cleveland, Detroit, Atlanta, San Francisco, Hollywood
• Sources: October Media Records & Publishers Audit

Newspaper Strike Shaved Yule Sales, Most Agree, but Sales Were High

(*Continued from Page 3*)
any large store. This, of course, would not be true of a small specialty shop. Actually, we never do terribly heavy advertising in the two weeks just preceding Christmas; but if the strike had extended much past Christmas we would have been badly hurt."

■ Meanwhile, the newly-ended newspaper strike drew some rueful, and some bitter, comment. The *World-Telegram & Sun* said editorially last night that the "incalculable financial loss" stemming from the strike could be blamed on "a handful of self-serving, power-seeking malcontents within the [Newspaper Deliverers'] Union." It said the strike was "senseless" and added that union members "have returned to work without achieving any material gain whatever over the original contract increases offered by the publishers." The *News* was convinced that "something is dangerously wrong with American ways of handling labor disputes." The *Post* called for a "concerted effort to find new methods and machinery for the avoidance of newspaper blackouts."

■ The accepted contract calls for a $7 a week wage increase spread over two years—which had been rejected earlier on two occasions. The deliverers will get $4 a year more (including 45¢ as cost to the publishers for an extra holiday) the first year, and $3 the second year (including $1.25 as the cost of three-day annual sick leaves), reduction in the size of newspaper bundles from 53 to 50 pounds, three days of paid leave in the event of death in a worker's family.

■ The *New York News* announced this morning that readers may get, gratis, comics sections and Sunday magazine sections which were not distributed with papers scheduled to have been published on Dec. 14, 21 and 28. A slight charge was made on copies mailed to readers.

The *News*, which said it lost about $2,800,000 in advertising because of the strike, plans to distribute its Dec. 21 roto section with the issue of Jan. 4. Then, on Jan. 11, it will combine the roto section originally planned for Jan. 4 with that of Jan. 11 and thus offer a 64-page roto section. Rebates will be offered advertisers of Christmas "seasonal" products.

■ *This Week Magazine* said today it plans to rebate to advertisers on copies of the supplement not distributed here by the *Herald Tribune*, "or which will not be distributed." It added that advertisers who missed pre-Christmas coverage, and who were dependent on that coverage, would get rebates.

The transit authority, which accepted b&w advertising in subway cars during the strike, got $50,000 in ad money. The ads were standard newspaper size, pasted to car windows. #

New Yorkers Missed News, Then Ads, in Strike, Blair Finds

(*Continued from Page 3*)
ments of any media in today's economy."

By big odds, it was news that the "inconvenienced" group missed most. Next came advertising and then editorials. These were the "missed most" breakdowns: News events—43.2%; advertising—18.5%; editorials—13.1% and sports—11.3%.

■ Blair's press release calls attention to the fact that "only 4% cited the radio and television sections of their newspaper as the feature they missed most." Mr. Shurick said this "would tend to validate the tremendous significance of publications such as *TV Guide* and *Cue* whose rate of growth has been phenomenal and whose newsstand sales have taken a huge jump during the strike."

To determine how people were doing at keeping up with the news without papers, they were asked if they had heard about three top news stories—the new American satellite, Mao Tse-Tung's exit as premier and the fire in the Bogota department store. The findings: All but 22.8% had heard about the satellite, while 40% did not know about the Bogota fire and 52.5% hadn't heard the latest news on Mao.

■ The fact that one out of five people had not heard the satellite news would seem, Mr. Shurick said, "to confirm the fact that in spite of radio and television's tremendous news coverage of this dramatic event, it is impossible to achieve complete communication in an area as diverse as New York City. Further research, taken when newspapers have resumed their services, we believe, will show that there is a substantial degree of unawareness even with the combined coverage of newspapers, magazines and broadcasting."

Most of the people who knew about the three top news stories heard the news from tv (53.8%) or radio (52.4%). But 19.5% "heard it from newspapers and 4.3% from other places."

■ The newspaper credit, Mr. Shurick said, came from out-of-town readership from Philadelphia, New Haven and Boston "as well as the strong suburban and foreign language elements in the community which might tend to inflate these findings—also the deeply ingrained habit reflex of associating news with newspapers." In short, it sounds as if some people may have thought they read the news in their papers when they really didn't. #

Campbell-Ewald Names Two

Hugh L. Lucas and Kensinger Jones, both of the tv-radio department at Campbell-Ewald Co., Detroit, have been appointed vps. Mr. Lucas will direct all tv-radio client services and serve on the agency's operations committee. Mr. Jones continues as tv-radio creative director for all account groups and becomes a member of the creative committee.

Union Steel Names Fitch

Union Steel Corp., Union, N. J., has named Theodore G. Fitch manager of sales promotion and advertising. He formerly was southwestern regional sales manager of the company.

St. Anthony MESSENGER

National Catholic Family Magazine

Tell your sales story every month—in the bosom of the family.

MARCH ISSUE CLOSES JAN. 20

Orders and Sample Copy requests to

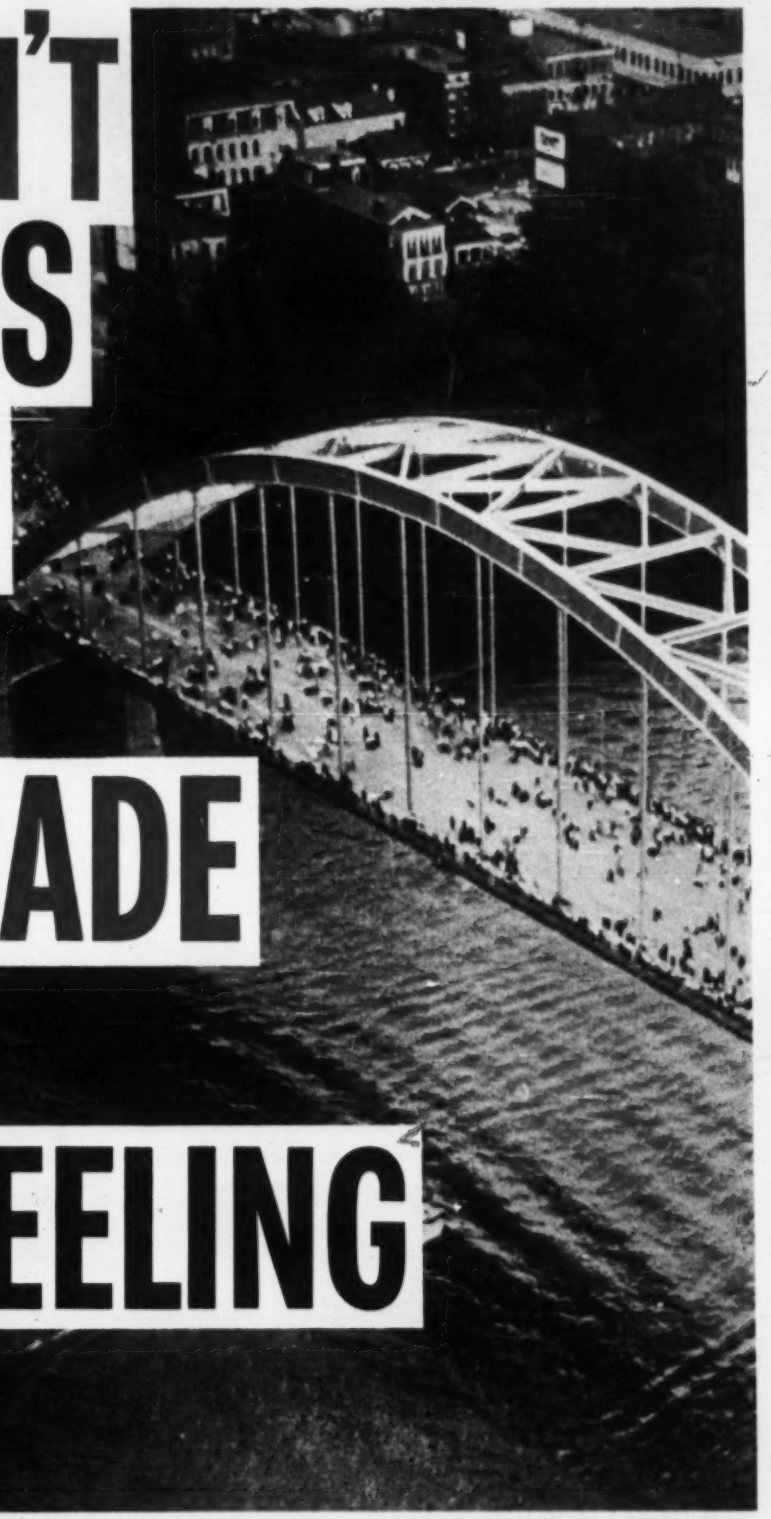
ANGELA M. CRAWLEY & STAFF

National Advertising Representative

28 E. Jackson Blvd., Chicago 4

Telephone: HArrison 7-7176

DON'T MISS THE BIG PARADE IN WHEELING



Opening day crowds now have made way for traffic on the beautiful new Fort Henry bridge, crossing the Ohio River at Wheeling

The eyes of the nation have long been focused on the phenomenal growth of Wheeling and the Ohio Valley. Wheeling's market area, midway between New York and Chicago, reaches into three states, making it more than just a city or a county, but a thriving industrial complex. Additionally, it's the hub of a metropolitan area of 350,000 population, whose vast pool of skilled labor produces a net annual income of more than $500,000,000.

In recent years, Wheeling's 400 industries have spent over a billion and a half dollars in expansion, modernization and new building, creating many thousands of new job opportunities. Wheeling produces such widely diversified products as iron, steel, aluminum, pharmaceuticals, textiles and coal. Its eight banks hold deposits in excess of $98,000,000.

To keep up with this rapid industrial growth, Wheeling has expanded its municipal and civic facilities. Over $39,000,000 has gone into such projects as hospitals, colleges, parking facilities and bridges.

These imposing figures add up to one basic fact: *Wheeling is the First Market Area in West Virginia, well ahead of most comparable markets in the United States.*

If you want your share of the Big Boom, the Wheeling News-Register and Parade will give it to you. Each Sunday they call on 9 out of every 10 Wheeling homes. And each Monday they begin to move the goods.

How Big is PARADE in Wheeling?

Per cent of families reached

POST...10% LOOK...11% LIFE...13%

PARADE....88%

(HOME COUNTY)

Represented nationally by George A. McDevitt Co.

PARADE...The Sunday Magazine section of more than 60 fine newspapers covering some 3000 markets...with more than 17 million readers every week.

PHOTO REVIEW OF THE WEEK

Tara Hammer Kennedy Gaba

ENTER, THE QUEEN—*Doug Kennedy, Hixson & Jorgensen, chairman of the 14th annual western exhibition of advertising and editorial art, submits his entry—Marianne Gaba—to Bill Tara, ad consultant and one of the judges, and Hugo Hammer, Dozier, Eastman & Co., president of the Art Directors Club of Los Angeles. Miss Gaba was not one of the 270 entries selected for display from more than 4,000 entries, but she will reign as queen of the exhibition in February.*

HELPERS—*Ginger and Laney Ebert, representing Litman-Stevens Advertising, Kansas City, Mo., present a "Merry Christmas, we've already got our 15% commission," cake to Warner Untersee, president of Warner Studios. A 2" wedge was removed from each of the cakes sent to clients.*

VanSant Erickson Connor Daiger

GUARDED—*The theme of the National Guard's 1959 advertising is displayed on a poster shown to National Guard officials by members of VanSant, Dugdale & Co. Shown are Wilbur VanSant and Robert E. Daiger, agency president and exec vp, respectively, with Maj. Gen. Edgar C. Erickson, chief of National Guard Bureau, and Lt. Col. James Connor, chief of the National Guard information office.*

ONE SHOT—*H. J. Heinz Co. is introducing single-service aluminum foil containers of ketchup for use in restaurants. The packages join the single portion package of Heinz mustard, introduced last June.*

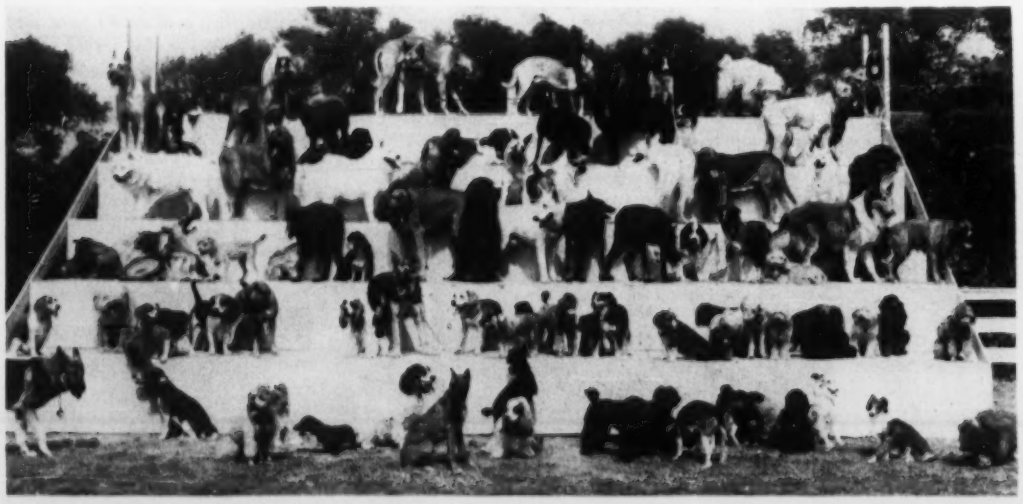
Privett Koz Raye Atherton

INVADERS—*Jack Privett and Al Atherton, Atherton Mogge Privett, Los Angeles, gave a Hawaiian touch to a food brokers' convention in Chicago with the aid of shirts, leis, Blanche Koz and Sharon Raye.*

OUTDOOR MERGER—*This poster for Underwood Deviled ham and Cain's potato chips is the first time outdoor space has been shared by two compatible products, according to Outdoor Advertising Inc. The poster runs in the Metropolitan Boston area. Chambers, Wiswell, Shattuck, Clifford & McMillan handles Cain's; Kenyon & Eckhardt is the agency for Underwood.*

Lessler Dalsimer Hollender
Strauss Valenstein Fatt Richer

MARKET METHOD—*All eyes are left as Edmond R. Richer, vp and account supervisor of Grey Advertising Agency, discusses the agency's marketing setup with other members of Grey's executive committee attending a weekend conference session at Atlantic City. At the table are Lawrence Valenstein, board chairman, flanked by Herbert Strauss, exec vp, and Arthur C. Fatt, president. Others are Richard Lessler, vp of marketing research; Sam Dalsimer, vp, and Alfred Hollender, vp of radio and tv.*



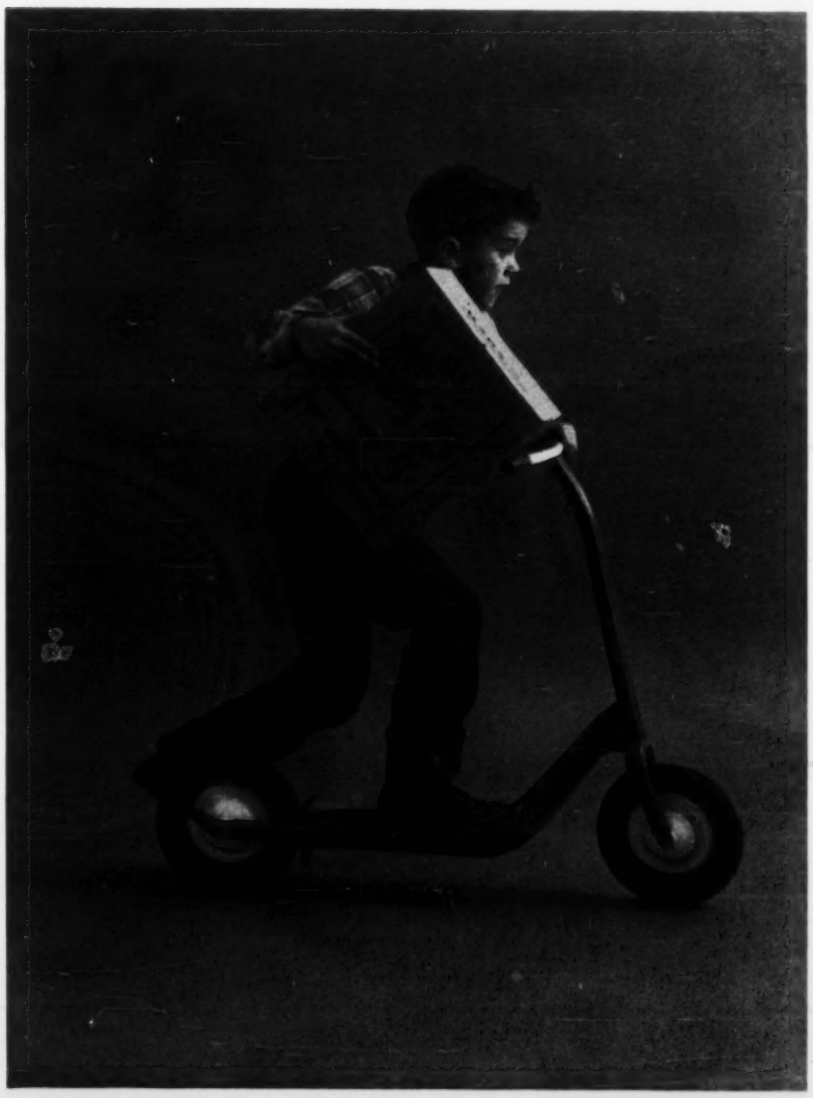
LUCKY DOGS—*General Foods calls these the 93 luckiest dogs in the world because they get to test the new Gaines dog foods. They are also good at camera work as this shot from a tv spot shows* (*story on Page 54*).

Nierman Pfeiffer Stevens Fisher

OPENERS—*At a party opening Edward Petry & Co.'s Dallas office were Marty Nierman, Petry vp, New York; Ed Pfeiffer and George Stevens, KOTV, Tulsa, and Howard Fisher, Rogers & Smith Advertising Agents, Dallas.*

After 24 years of helping to move . . .

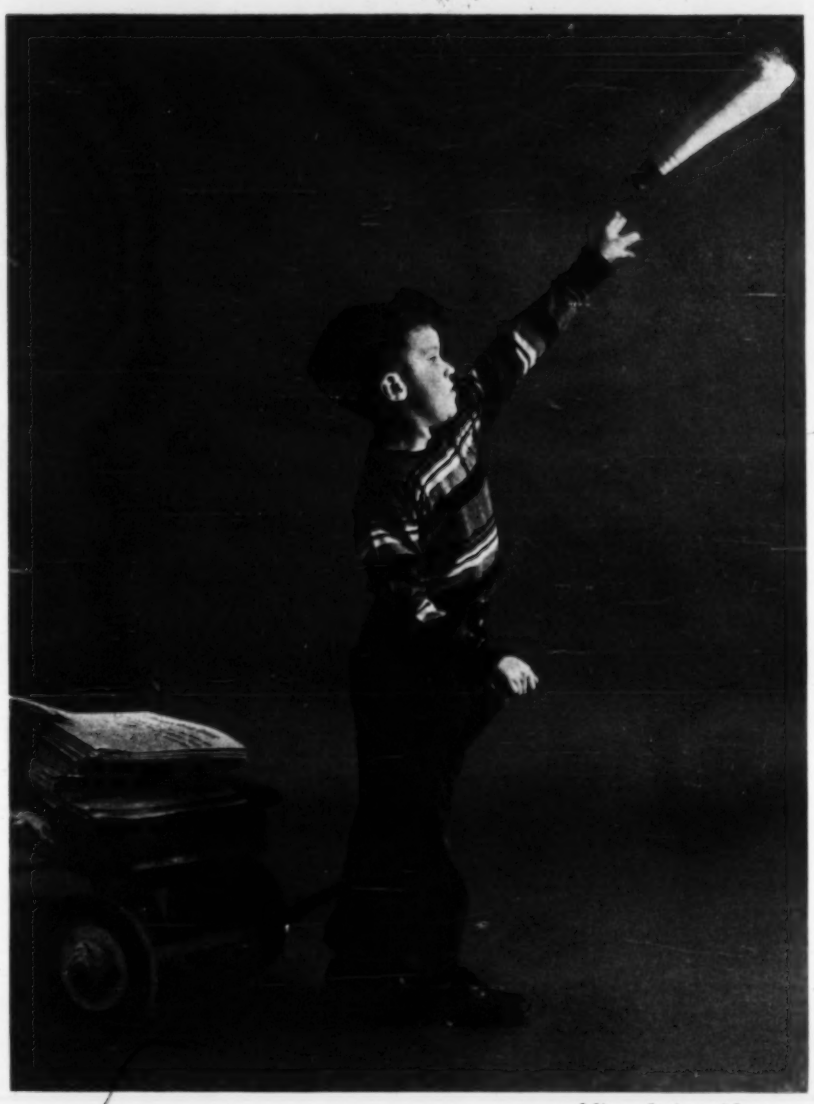
. . . cereals, mixes, flours and refrigerated foods . . .



. . . candy and . . .

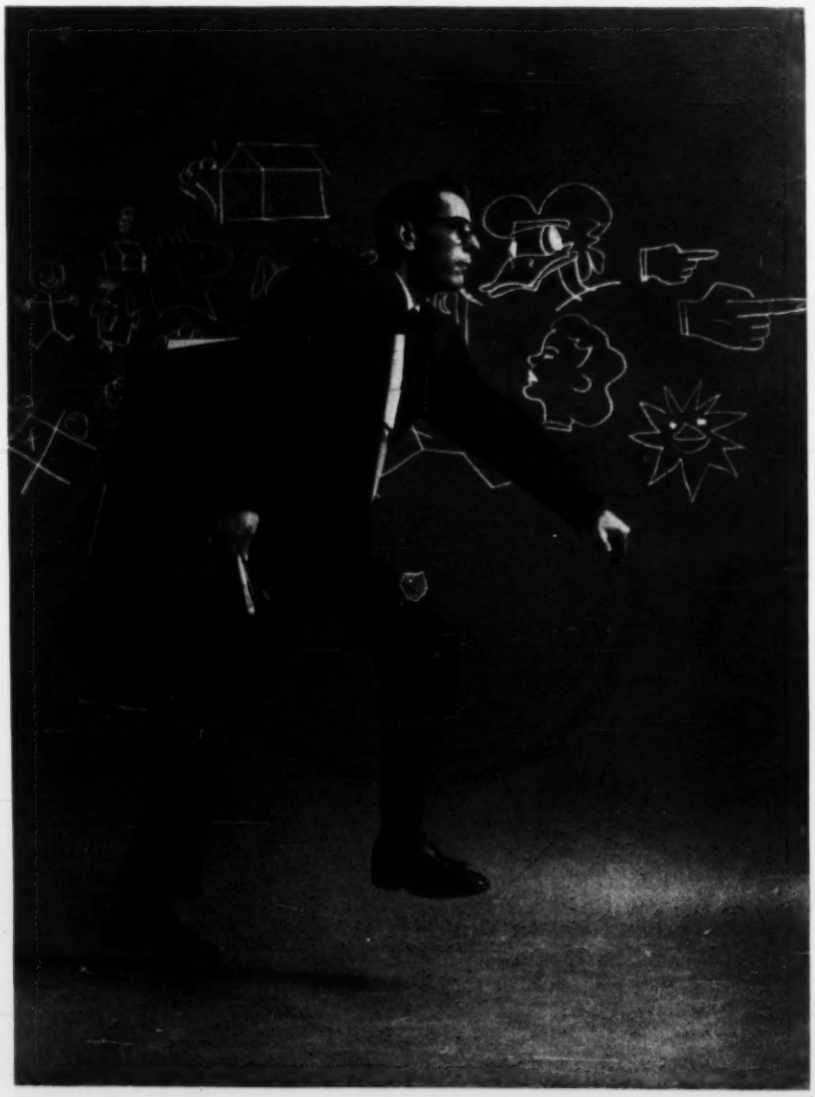
. . . beer and fishing equipment . . . (please turn page)

. . . all kinds of industrial goods . . .

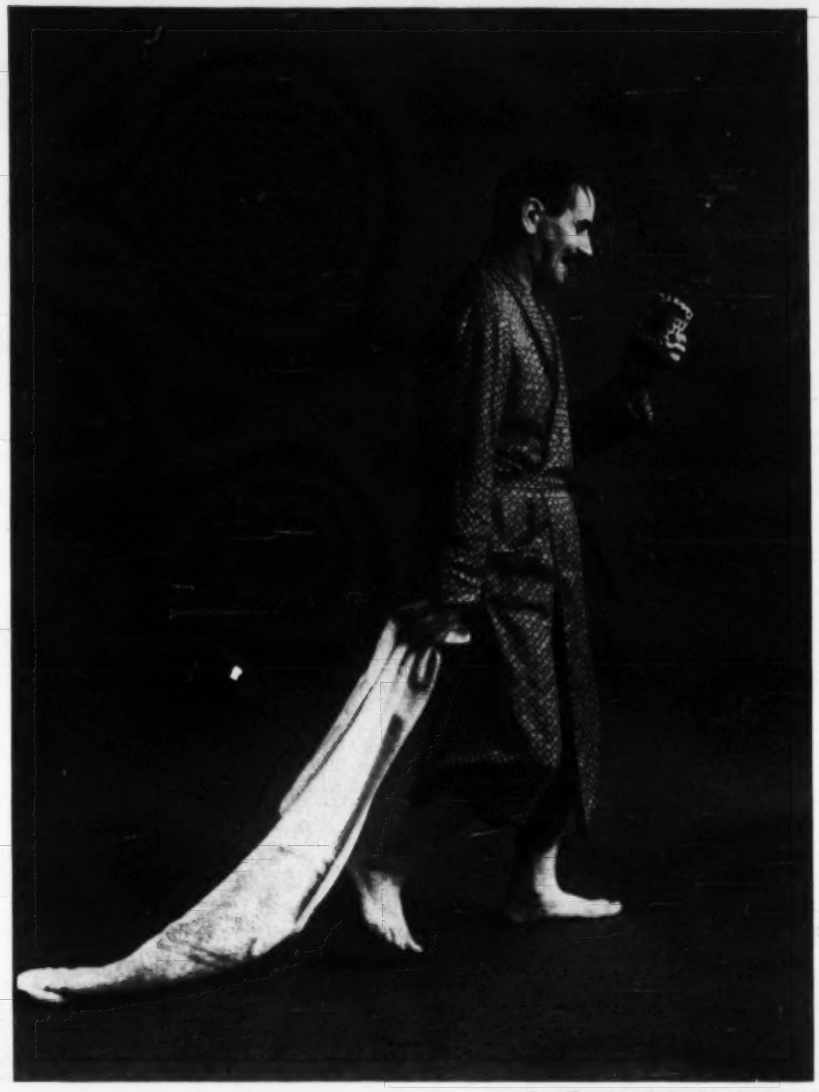


. . . public relations ideas . . .

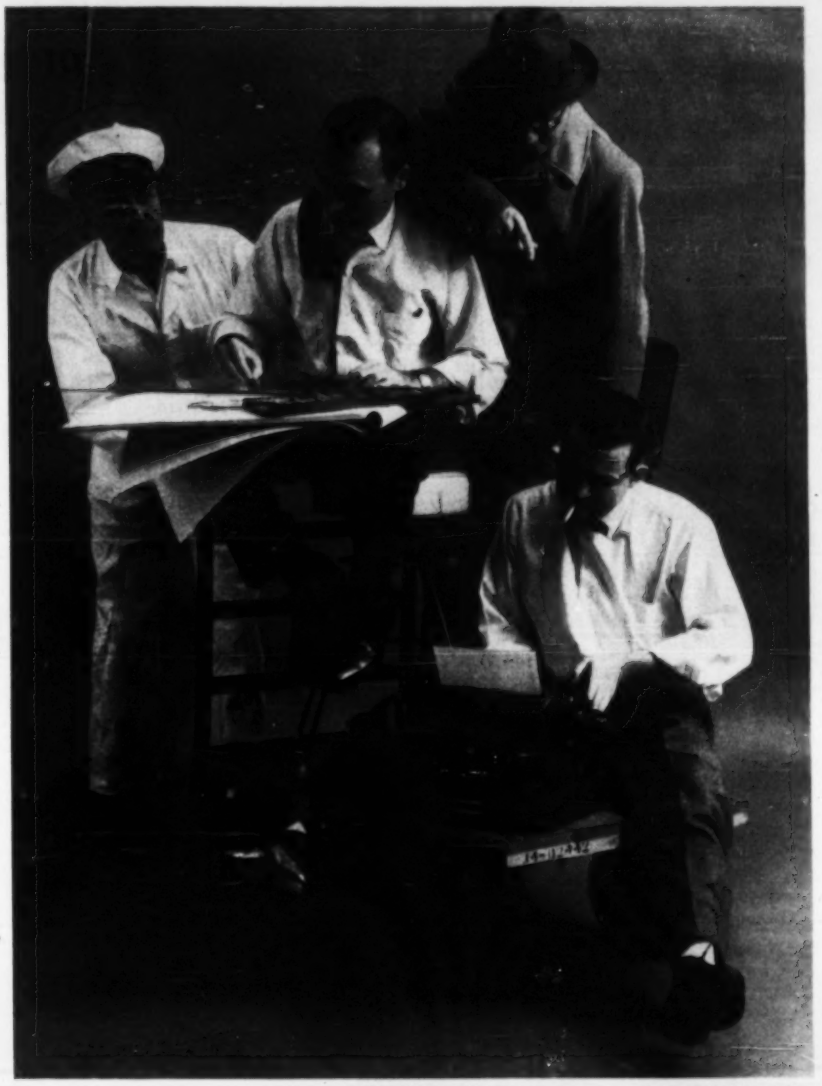
. . . fresh produce and canned goods . . .



. . . art courses . . . (top of next page, please) . . .



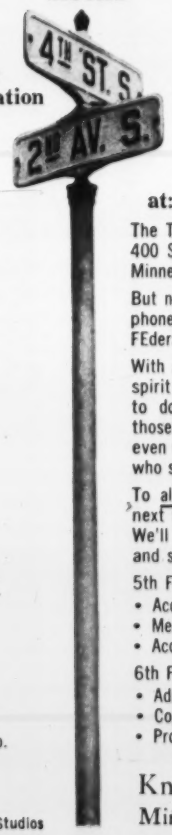
. . . and toiletries, it had to happen!



We at KNOX REEVES have moved OURSELVES!

just
2
short
blocks

. . . from our old location to our new offices



at:

The Title Insurance Building
400 Second Avenue South
Minneapolis 1, Minnesota

But note—same phone number:
FEderal 9-0071

With a new home—and the new spirit you'll find here—we hope to do an even better job for those we serve . . . to have an even warmer reception for those who serve us.

To all of you we say—drop in next time you visit Minneapolis. We'll pour you a cup of coffee and show you around.

5th Floor Directory:
- Account Representatives
- Media
- Research
- Accounting
- Marketing

6th Floor Directory:
- Administrative
- Art
- Copy
- TV-Radio
- Traffic
- Production

Knox Reeves *Advertising*, Inc.
Minneapolis, Minnesota

Serving:

Art Instruction, Inc.
General Mills, Inc.
Mars, Inc.
Minneapolis Brewing Co.
Minneapolis Gas Company
Pacific Gamble Robinson Co.
Perrine Mfg. Co.
West Indies Bay Co.

Models by Knox Reeves
Photography by Merle Morris Studios

Changing Offices Is Just One Way We're Moving

Knox Reeves is moving in billings, too. Up 76% in five years; up 13% in the past 12 months.

We've always believed in moving forward creatively, in copy and art, and in every phase of our service to clients. For example, you've been reading a lot about major magazine inserts, described as "Only in infancy" by seven publishing representatives (AA, Dec. 22, p. 2). The first such booklet insert was prepared and placed by Knox Reeves in January, 1956 Coronet for General Mills' Bisquick.

We're as selective about choosing clients as they are in choosing us. We do intend to offer our time and talent to one more substantial client in 1959.

We are constantly making important additions to our staff—and we are currently considering men for two openings.

We're looking for a dynamic account manager with substantial package goods experience, preferably food. He's probably between 35 and 46. He thinks creatively. He can stimulate good copy. The right man will join us at a top salary level. He will share our profits and participate in one of the country's most liberal agency pension plans. He will get every opportunity to work into top management. He will enjoy the satisfaction of rearing his family (and living his own full life) in one of America's outstanding business, recreation, sports and art centers.

We also want to talk to an exceptionally able media buyer.

If you know anyone (including yourself) who might be interested in either of these opportunities, write or phone Paul Phillips, vice president, who will handle the contact in complete confidence. In any event, we wish you one and all a happy, forward-moving 1959.

Joseph H. Long, 95, Newspaper Publisher for 68 Years, Dies

HUNTINGTON, W. VA., Dec. 30—Joseph Harvey Long, 95, board chairman of the Huntington Publishing Co., died Dec. 28. He had been a publisher in the state for 68 years.

Mr. Long was for many years president of the company which publishes the morning *Herald-Dispatch*, the afternoon *Advertiser*, and the Sunday *Herald-Advertiser*, and operates a radio-television subsidiary, WSAZ Inc.

Born near Jonestown, Pa., Mr. Long started work at 18 as an apprentice printer on the Sunday *Leader*, Wheeling, W. Va. After working on newspapers elsewhere during the next few years, he returned to Wheeling to take charge of the mechanical department of the *Register*.

■ In 1890 with H. C. Ogden, Mr. Long founded the *Wheeling News*. Three years later he bought the *Huntington Herald*, then in receivership. He sold the *Herald* five years later and acquired the *Advertiser*. Under his leadership the daily prospered. But despite his interest in all phases of its management, he remained "a mechanical department" man at heart, and compositors and pressmen regarded him as the equal of any of them as a craftsman.

In 1927, Mr. Long and his sons—Walter, now president of the company, and Edward, who died last month—negotiated a merger of the *Advertiser* with the *Herald-Dispatch*.

A Democrat, Mr. Long was one of the early supporters of Franklin D. Roosevelt for President, and in 1933 served as a member of the public works advisory committee for West Virginia. In 1934 he was campaign manager for Rush D. Holt, who was elected to the U.S. Senate. From 1916 to 1921 Mr. Long served as postmaster of Huntington, and was president of the local chamber of commerce for many years. He was generally known as colonel, a title he acquired while serving on the military staff of the governor of West Virginia from 1908 to 1912.

SIMPSON-REILLY, LTD.
Publishers' Representatives
LOS ANGELES · HALLIBURTON BLDG.
SAN FRANCISCO · CENTRAL TOWER

GERALD B. TODD

NEW YORK, Dec. 30—Gerald B. Todd, 60, retired outdoor advertising man, and former exec vp of Outdoor Advertising Inc., died yesterday of cancer at White Plains Hospital.

Mr. Todd served as president of Todd & Pearson, representative of outdoor advertising companies, from 1956 until last June when the company was dissolved because of his illness.

Born in Tacoma, Mr. Todd was graduated from the University of Washington and served in the field artillery in World War I. He joined Foster & Kleiser in San Francisco in 1921 as an outdoor advertising salesman.

He was placed in charge of the company's national accounts in 1924, and in 1931 when Outdoor Advertising Inc. was organized as the national sales company for the medium, Mr. Todd was named to head OAI's San Francisco office.

In 1941 he was made Pacific Coast manager, and in 1947 came to New York as general sales manager. He was made exec vp in 1954, and resigned the following year to establish his own company with J. W. Pearson, an account executive at OAI. Mr. Pearson, following the dissolution of Todd & Pearson, rejoined OAI as an account executive in Detroit.

JOSEPH H. RENFIELD

NEW YORK, Dec. 30—Joseph H. Renfield, 67, president of Renfield Importers Ltd., Newark and New York, and Joseph H. Renfield Inc., Newark wholesale liquor distributor, died yesterday at his home here of a heart attack.

Born in Austria, Mr. Renfield came to this country as a young man, and after various sales jobs opened a tavern in Newark. After Repeal he became a wholesale liquor distributor in New Jersey, when he organized the Renfield company.

In 1947 he organized the importing company, which has become a leading importer of choice European vintages and liqueurs. He was also president of the Joseph H. Renfield charitable trust, which he set up three years ago.

RUDOLPH A. LANGER

NEW YORK, Dec. 30—Rudolph A. Langer, 64, president and advertising manager of *American Metal Market*, died Dec. 24 of cancer at Nassau County Hospital.

Born here, he joined the *American Metal Market* in 1909 as an office boy. Later he became an advertising salesman, and was made advertising manager of the publication in 1931. Three years later he was elected secretary of the company, became vp in 1945, and was elected president in 1953.

During World War I, Mr. Langer served overseas with the American Expeditionary Force.

He was a member of the New York chapter of National Industrial Advertisers Assn., the Advertising Club of New York and the Copper Club.

His son, Donald R. Langer, is eastern advertising representative of *American Metal Market*, and Mr. Langer's brother, Norbert J., is an associate editor of the publication.

'58 Newspaper Ad Linage Off; But Gains in November

Newspaper ad linage in the first 11 months of 1958 was 2.4 billion lines, off 5.2% from the same period in 1957, according to a Media Records check of newspapers in 52 cities. Total ad linage in November, however, was 252,861,662 lines, a gain of 1.2% over the like period in '57. In November, newspapers reported gains in all advertising classifications but automotive, which was off 30.3% from the 19,475,750 lines reported in November, '57.

Cayton Appoints Two

Cayton Inc., New York, has named Brad Irwin to its creative staff as a copywriter and Carl Arrigo to its tv department as a television researcher and time buyer. Mr. Irwin formerly was with Wayne Steffner Productions and Continental Films. Mr. Arrigo previously was with Erwin Wasey, Ruthrauff & Ryan.

MPA Sets Chicago Meeting

The Magazine Publishers Assn. will hold its first midwestern regional meeting Jan. 27 in Chicago at the Sheraton Hotel. Fred Bohen, president of Meredith Publishing Co., Des Moines, is chairman. Among the group leaders to be featured at morning round table sessions are Karyl Van, Meredith Publishing Co.; Ford Stewart, *Christian Herald;* Virgil D. Angerman, *Science & Mechanics*, and Wayne Whittaker, *Popular Mechanics*. Vernon C. Myers, publisher of *Look*, will be the luncheon speaker. Among those on the afternoon program are Edward C. Von Tress, Curtis Publishing Co., Julian Watkins, Leo Burnett Co., and Roger Barton, *Media/scope*.

'Seventeen' Boosts MacLeod

Seventeen, New York, has promoted Andrew G. C. MacLeod from the ad sales staff to eastern sales manager, a new post.

There's Plenty of Shoe Leather Behind FRANCHISE-PAID CIRCULATION

A salesman must get out and make calls . . . be willing to apply plenty of good old shoe leather to get business.

As a trade paper advertiser, you are faced with a similar problem. How to get your sales message to the right prospect? Many methods of trade paper circulation have been devised — but, only one actually puts shoe leather to work. That one is IPC's Franchise-Paid circulation method.

It works like this: Distributors throughout the country subscribe to IPC magazines for their best customers and prospects. This is an exclusive arrangement which IPC makes with only one distributor in an area. It becomes a valuable franchise to the distributor, which he knows he will lose if his list is not kept active and up-to-date. His salesmen are using shoe leather every day, making calls to make sales.

Franchise-Paid circulation delivers your sales message to the same customers and prospects your salesmen call on. It insures fresh circulation (because of the subscription price) that is kept up to date daily. Advantage: Waste is eliminated. You make direct sales contact with actual buyers for every advertising dollar invested.

A-8-59

IPC THE INDUSTRIAL PUBLISHING CORPORATION
812 Huron Road • Cleveland 15, Ohio • SU 1-9620
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Franchise Circulation gets magazines to the men who buy.

Distilled Writing gets magazines read.

Send for these Free Market Facts on the industries served by IPC magazines.

Air Conditioning & Refrigeration
☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
☐ A Study Of Organizations Engaged in The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.
From: REFRIGERATION AND AIR CONDITIONING BUSINESS

Aircraft
☐ How Salesmen Spend Their Time Selling, #231B.
☐ Facts and Fallacies About Selling Aircraft and Missile Industries, #120B.
From: AERONAUTICAL PROCUREMENT

Hydraulics
☐ Market Study For Fluid Lines & Cylinder Tubing.
☐ Market Study For Valve Solenoids.
From: APPLIED HYDRAULICS AND PNEUMATICS

Power Transmission
☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.
From: POWER TRANSMISSION DESIGN

Material Handling
☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
☐ The Market For Dockboards — Powered & Manual, #222F.
From: MATERIAL HANDLING ENGINEERING

Office Products
☐ The Characteristics Of The Market For Office Equipment, #144M.
From: MODERN OFFICE PROCEDURES

Precision Castings
☐ Sources of Extrusion Information, #196P.
☐ Precision Metal Molding Production Data Book for 1958, #143P.
From: PRECISION METAL MOLDING

Industrial Safety
☐ The Safety Man, #153H.
☐ A Market Study Of Plant Fire Brigades, #210H.
From: OCCUPATIONAL HAZARDS

Welding
☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
☐ Reader Inquiry Response Study In The Welding Industry, #141W.
From: INDUSTRY & WELDING

(CLIP THIS AD AND MAIL WITH YOUR LETTERHEAD)
Marketing Department
THE INDUSTRIAL PUBLISHING CORPORATION
812 HURON ROAD · CLEVELAND 15, OHIO
A-6-59

How one magazine can help you make *more sales at less cost* in 1959

1958 was not a "setback year" for all business. Some products did better in their industry than others.

Of the 156 companies that advertised in Reader's Digest this year, many had sales or profit gains, some of them dramatic. They got more for their advertising dollars in the Digest than they could in any other major magazine. For the Digest delivers certain unique values that no other medium—print or electronic—can match.

Here are a few important experiences reported by Digest advertisers this year:

- **DOVE,** the new bath and toilet bar introduced by Lever Bros., redeemed more than 1,800,000 coupons from a single advertisement in the Digest, characterized as the single best advertising response in all its experience.

- **KRAFT FOODS** advertised a new product in the Digest and captured a major share of, and helped expand, the low-calorie salad dressing business—in the astonishing period of only three months.

- **FEDDERS-QUIGAN** exceeded its introductory objectives for its new Heat Pump because, in the words of its president, "people must expect in Reader's Digest to learn of new, improved products and better services . . . [and] believe what they read in the magazines."

- **THE TAPPAN CO.,** after advertising its electric ranges in the Digest, increased its sales to an all-time high—in the face of an industry-wide decline.

Such specific experiences, and many, many others, have led advertisers to renew or expand their Digest schedules, *almost without exception.* And Reader's Digest will enter the new year with these achievements for 1958:

Advertising revenue: $21,257,521—up 18% over 1957!

Advertising page volume: 603—up 8.1% over 1957!

Four-color pages: 311½—up 15.4%!

These gains match the Digest's own dynamic acceptance by the American public. In 1958, the paid circulation reached the highest point in publishing history—12,177,496 average per issue—nearly twice the U.S. circulation of the next leading magazine. The newsstand sale averaged 1,763,363, highest by far of any general interest publication. And a new study by Alfred Politz Research, Inc., placed the total readers of a single issue of the Digest at 34,950,000, nearly 3,000,000 more than the previous comparable study two years earlier.

What unique values does the advertiser receive in Reader's Digest?

1) **The largest assured audience he can buy anywhere.** It is larger than any other magazine, weekly, fortnightly or monthly; larger than any newspaper or newspaper supplement; larger than the average night-time, network television program.

2) **The largest quality audience he can find.** The Digest has more readers in every income group than any other magazine. And the higher the income group, the greater the Digest's share of the reading audience.

3) **Belief in what the magazine publishes.** People have faith in Reader's Digest, in its editorial and advertising columns alike.

4) **Discrimination in the advertising accepted.** The Digest, alone of the major advertising media, accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

Advertisers in 1959 will have six important, additional advantages in Reader's Digest. Because of its progress in the printing and distribution of magazines, the Digest in 1958 created the following unique advertising benefits, fully available nowhere else:

1. **Bleed pages at no extra cost**
2. **Two-color for the same price as black and white**
3. **Four-color for only 13.1% more than black and white**
4. **All advertising adjacent to Digest editorial material**
5. **Half pages in the U.S. Edition**
6. **Lower cost-per-thousand for four-color than any other major magazine**

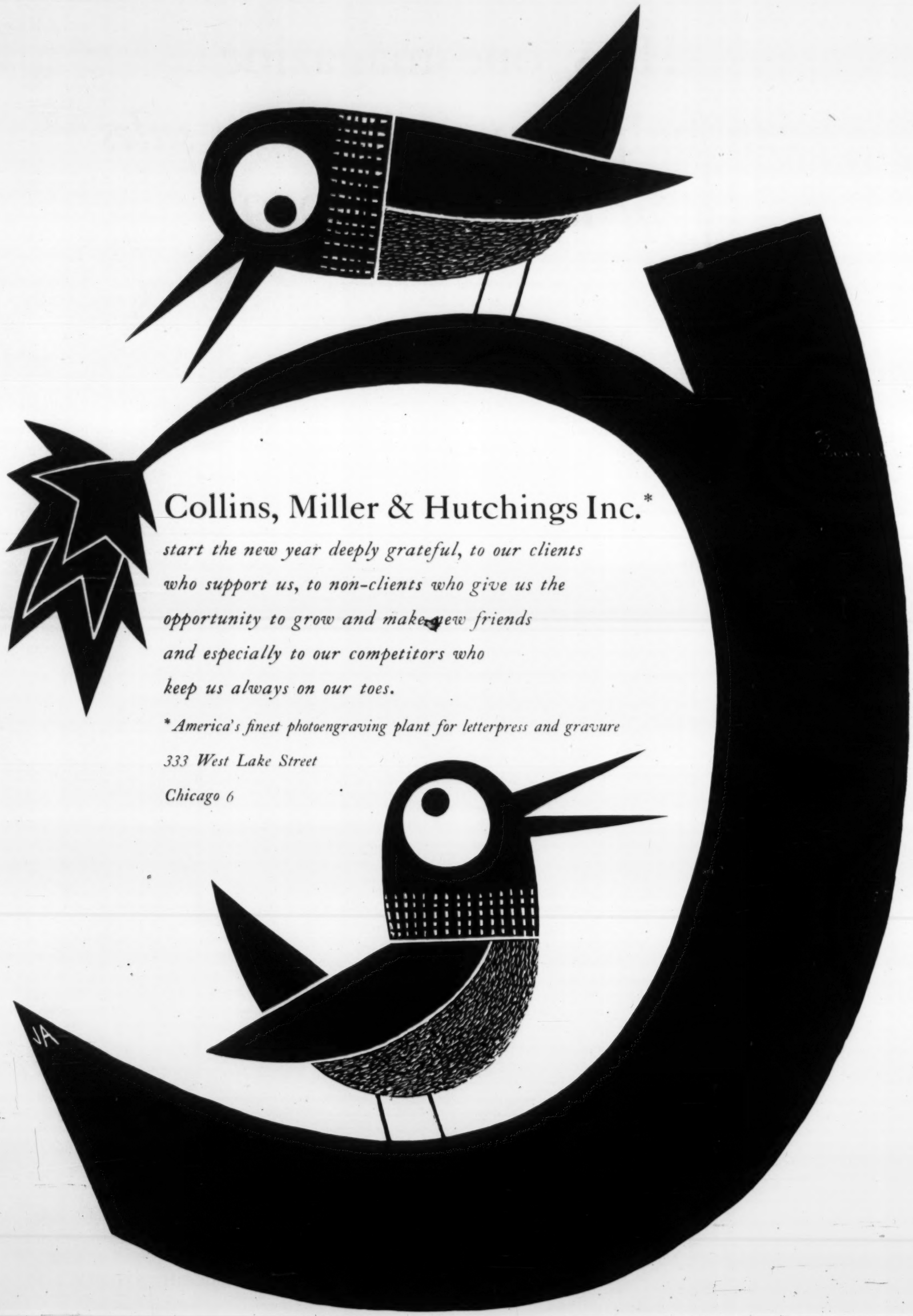
The success of your 1959 advertising program may be heightened by using Reader's Digest. In it, you will address the best market in America—intelligent, prosperous families whose enthusiasm for a product can insure its success. You will appear before the biggest audience, assured in advance. You will associate in the Digest with some of the great growth companies in American industry. And you can do it for $2.91 per thousand paid circulation, a remarkably economical, effective way of reaching the best part of America.

People have faith in . . .

Reader's Digest

Largest magazine circulation in the U. S.

OVER 11,750,000 COPIES BOUGHT MONTHLY



Collins, Miller & Hutchings Inc.*

start the new year deeply grateful, to our clients who support us, to non-clients who give us the opportunity to grow and make new friends and especially to our competitors who keep us always on our toes.

**America's finest photoengraving plant for letterpress and gravure*

333 West Lake Street

Chicago 6

Feature Section

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

C.M. Comments on Auto Ads

Woolf Names Six He Likes

What They Said 25 Years Ago

Art Director's Viewpoint

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

Peckham Offers Do's and Don't's to Help Advertisers Compete Against Non-Advertised Brands

By J. O. Peckham
Executive Vice-President, A. C. Nielsen Co., Chicago

Some do's and don't's for keeping your brand in a dominant position in the marketplace:

J. O. Peckham, in a talk at the annual fall meeting of the Assn. of National Advertisers at Hot Springs, Va., presented figures showing that, in typical product categories, a few advertised brands account for from 70 to 90% of the market, compared with thousands of non-advertised brands which accounted for the remainder of the market. Despite this wide difference, he said, competition from non-advertised brands is not to be belittled. To help the advertiser meet that competition and keep advertised brands out in front, he itemized the do's and don't's presented here.

1. Maintain quality and consistency of brand.

Don't sacrifice brand quality to counteract rising manufacturing costs or reduce profit margins, even though laboratory tests purport to show that the proposed changes will "not make any difference in the product." We have seen some rather important brands lose consumer franchise or share of market through such changes in product quality.

Do maintain or improve brand quality, balancing increased costs by increases in marketing or production efficiency plus any necessary price increases within the established industry pattern to hold required profit margins.

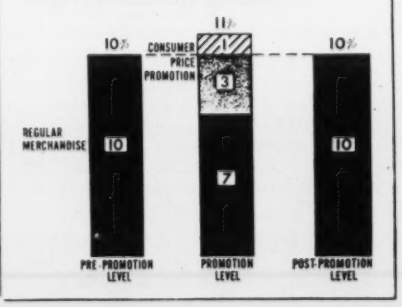
2. Assure adequate production of requested quality.

Don't let strong consumer demand trap you into committing brand suicide by supplying the market with a branded product of inferior quality to the one originally supplied, just so production schedules can be met.

IN GENERAL, CONSUMER PRICE PROMOTIONS —

1. Load regular customers with cut-price merchandise.
2. Produce only temporary gains on older, well established items.
3. Result in progressively smaller temporary gains as promotions are repeated.
4. Will not stop a declining sales curve.
5. Are frequently helpful in introducing a new or reintroducing a really improved product.

TYPICAL EFFECT OF CONSUMER PRICE PROMOTIONS ON MAJOR ADVERTISED, WELL-ESTABLISHED BRANDS.



FLEETING—*Nielsen studies show that price promotions load regular customers with cut rate merchandise and produce only temporary gains.*

Do measure the consumer sales of your brand on a continuous basis so that sales trends may be more adequately forecast and proper production arrangements made in time. If the product involved is a new one, base your production estimates on adequate sales tests.

3. Claim only what the product will deliver.

Don't allow the consumer to expect certain values from your brand if the brand cannot deliver them under actual conditions of use.

Do emphasize claims, values, and product attributes that the consumer can readily accept through experience with the brand.

4. Give your customers advance information about your package changes.

Don't expect all of your present customers to immediately recognize your brand in a new package, particularly if the changes are pronounced and if it is sold in a crowded supermarket along with thousands of others. There have been several instances of lost share of market tracing to such changes.

Do support your new package with a complete advertising program designed to acquaint consumers with the new package and to sell them on its merits prior to its appearance on the market.

5. Use price promotions sparingly—if at all.

Don't rely on consumer price promotions to increase the consumer franchise of your established brand. A Nielsen report to the September, 1952, meeting of the ANA definitely shows that consumer price promotions on established brands:

A. Load regular consumers with cut-rate merchandise at the expense of future business at regular prices.

B. Produce only temporary gains in consumer franchise or share of market.

C. Result in progressively smaller gains as promotions are repeated.

D. Will not stop a declining sales curve.

Do consider using consumer price promotions as a means of sampling consumers with a *new brand* or a really improved version of your present product.

6. Improve your product before competition forces you to do so.

Don't rest on your laurels even if you have a successful, growing brand. If *you* don't improve it, your competitors will. Over a ten-year postwar period 29% of the total brands studied lost leadership—two-thirds of them because of competitive product developments which the former leaders were unable to meet in time.

Do maintain an aggressive product improvement program, basing it wherever possible on *continuous studies of consumer usage*. The cost of a sound program will be more than repaid in added volume of sales and in the willingness of consumers to pay the higher price that reflects the Added Consumer Value.

7. Sales test your product changes before you make them.

Don't make *any* changes in your brand,

What They're Doing Today

WHAT'S BECOME OF . . .

DUANE JONES—who won advertising's most famous lawsuit five years ago, collecting $300,000 damages from eight former top employes for what the court ruled was conspiracy to ruin his agency?

Bulky, brilliant, soft-spoken Duane Jones, whose imposing vocabulary could reflect both erudition and rich Rabalaisian vulgarity, was schooled at Lord & Thomas and had been a top-flight agency man for a quarter century when he precipitated a legal battle that rocked the agency world. Troubles at his Duane Jones Co. broke into public view in mid-1951 with firings and resignations.

Duane Jones

As dissension struck, so the story came out later, a group of the agency's top account men and officers came to Mr. Jones with a demand that he sell the agency to them. Mr. Jones was said to have refused to sell on their terms, and the wave of resignations followed. Almost immediately a new agency—Scheideler, Beck & Werner—opened, led by defecting Jones associates, staffed with 80 employes (mostly Jones ex-employes) and carrying a roster of Jones accounts (billing estimated at $5,500,000).

Mr. Jones, his agency staff decimated, resigned his remaining accounts and announced that he would sue his former top executives for $1,000,000. Suit was filed Jan. 5, 1952, and a sensational trial followed. The complaint charged "conspiracy" to "destroy Mr. Jones' business." The defense counter-charged that Mr. Jones was frequently intoxicated, "grossly neglected" his business and "paid out large sums, under fictitious names" to relatives.

On Oct. 28 a jury ruled against the defendants. The decision was upheld by an appellate court in 1953 and the New York court of appeals in 1954. Mr. Jones was awarded $321,000, including court costs (and paid $102,000 in legal fees).

▪ The effect of the case on law has been debated in legal circles, but Mr. Jones' attorney, Thomas F. Boyle, today maintains that, as a result, a more stable agency business has something it didn't have before: an employer-employe contract with a "Duane Jones clause." The clause, which clarifies legal rights to accounts, provides either that (1) an account man coming into an agency can, upon leaving, take with him any accounts he brought to, or developed at, the agency, or (2) if the account man leaves, the agency retains any account he developed there. Such contracts, although exceptional, now are made occasionally between agency owner and account man.

Scheideler, Beck & Werner (later Scheideler & Beck) closed shop in 1956. Two of the principals dropped out of the agency business. The original Jones accounts scattered in the winds of agency competition.

▪ Today Duane Jones himself, still fond of quips and off-color stories, lives with his wife in semi-retirement in his sumptuous home on a 154-acre estate, including a lake stocked with bass, in Redding, Conn. An attempt to start his agency anew in 1955 failed to materialize. The same year Mr. Jones's book, "Ads, Women and Boxtops," was published, covering Mr. Jones' 15 ad techniques for package goods. He now serves occasionally as a consultant to advertisers, including some of his old accounts. Several weeks ago he entered a New York hospital with an ailment attributed to nervous strain. He planned to convalesce soon in Florida sunshine. #

especially if it's successful, without thoroughly *sales testing* the brand over a sufficiently long period of time to establish either repeat buying or consumer use patterns. This applies even if you and your associates *feel sure* that the change represents a distinct product improvement.

Do plan far enough ahead so that you will have time to make the necessary sales tests. Eight months to a year is generally an irreducible minimum for the testing procedure.

8. Compete with yourself where necessary.

Don't hesitate to compete against your own established brand with a new product, provided the new product presents added consumer values or covers a different market segment.

Do undertake a long-range consumer oriented program for the development of new products in your own as well as other product classifications.

9. Insist on ample advertising budgets before launching a new brand.

Don't introduce a new brand without setting up a substantial advertising and promotional budget capable of providing sustained consistent support over a two to three-year period.

Do plan your advertising campaigns for a new product on the basis of share of advertising expenditures over the year at least equal to the share of market you expect to attain at the *end* of the year. For example, if you are shooting for 10% of the market by the *end* of the year, budget on the basis of *at least* 10% of the total advertising expenditures of all competing brands over the entire year. Try to secure an *additional* budget to get *consumer* sales established early, especially on repeat items.

10. Perfect your product before you put it on the market.

Don't rush a new brand to the market to "beat competition" if you feel that its faults are minor, and "can be corrected later."

Do take time to *perfect* your new brand before you introduce it to the public.

11. Maintain your share of advertising support.

Don't allow your brand advertising support to decline relative to that of the product classification in which you compete. A 1957 Nielsen study prepared especially for the ANA Advertising Research Workshop showed that one-third of the brands losing leadership over a ten-year period allowed their share of advertising to assume levels well below share of sales. The remaining losers were those who did not meet or anticipate competitive product developments.

Do maintain your share of advertising at levels *equal to or greater than* your share of sales—and do so *consistently*. These same 1957 ANA Nielsen studies showed that 88% of the brands that had maintained leadership and achieved competitive gains over the ten-year period followed this procedure. #

On the Merchandising Front . . .

How About This Business of 'Not Competing with Ourselves?'

By E. B. Weiss

It would be fascinating to learn how many merchandising ideas have been turned down because "we don't want to compete with ourselves." Unquestionably, in certain instances the decisions—if not the assigned reason—have been wise. But, generally speaking, "we don't want to compete with ourselves" is a false premise for turning down a new member, a new line, discontinuing a formerly competitive line that has been absorbed through merger, etc.

E. B. Weiss

Actually, when you stop to analyze internal competition it pretty soon becomes obvious that if a manufacturer makes an item in more than one size, design, price line, etc., he is, in fact, "competing with himself." A large size of an item competes with a small size; different colors and shapes in a line are inter-competitive; varying price lines for an item are intra-competitive. They may help each other to a degree, but they very surely compete with each other as well.

■ The merchandising principle involved here, then, really is not whether or not a manufacturer should foster internal line competition, because it probably already exists. The basic issue really is *how much* internal competition is economically sound?

In contemplating that situation it is probably wiser to lean toward broad reasoning rather than toward narrow examination. I say this because there are so many examples of broad-scale internal line rivalry that have proved out.

For example, when a manufacturer turns out private label merchandise as well as his own nationally advertised label, the two lines are clearly competitive and on a broad scale. This, of course, is common practice in some fields; perhaps the outstanding example involves the specification tires made by several of the great Akron tire producers for the great gasoline companies, for Sears, etc.

■ Mention of Sears brings to mind the rather obvious fact that a substantial percentage of its $4 billion volume is done on merchandise made under a Sears label by manufacturers who also make their own nationally-advertised brands. Precisely the same is true of much of the private brand merchandise promoted by the great soft goods chains like Penney, by the variety chains, by the drug chains, by the food chains and by the great hard-goods chains. (General Foods turns out Kroger's controlled brand of corn flakes. Quaker produces Kroger's controlled brand of oats, and Del Monte and Libby supply Kroger's controlled brand of canned fruits and vegetables.)

Then there is the fairly common practice of developing a premium operation for a branded line. A number of large manufacturers of nationally advertised brands have special premium departments—and these premium departments clearly compete with the regular sales department which sells through normal channels. (Sometimes, the bitter rivalry between these two departments reaches the boiling point!)

Still more internal rivalry is to be found in decisions that involve competitive construction specifications in a line. For example, when the makers of wool rugs began to use synthetics, they had to decide to what extent it would be wise to encourage internal competition on constructions. Some of the woven rug mills were loath to fan this sort of internal competition; today practically all are strongly committed to programs that pit synthetic fiber combinations against all-wool.

■ Another example developed rather recently in the field of fine china. The makers of fine china were faced with a mounting competition from such new types as melamine. Eventually, two of the great china brands decided to add melamine—and the roof has not fallen in. This is a particularly significant example of internal rivalry because for a fine china house to go into melamine might be considered to be something like Tiffany's going in for variety-chain jewelry.

Recent trade reports indicate that Hotpoint will compete somewhat more aggressively with its parent—General Electric. The two organizations will work more closely on the manufacturing level; there will be a greater exchange of components and parts between the two organizations to achieve operating economies. It is even possible that General Electric will take over some production for Hotpoint. But in the total marketing process there is to be more separation (which means more competition) between General Electric and its 30-year controlled Hotpoint division.

A fascinating example of an extreme in internal rivalry is the pretty well known case of Evinrude and Johnson outboards. The two brands are numbers one and two in the industry. They are controlled by the same parent organization. But even more interesting, the two motors have a complete interchangeability of parts. Except for stylistic differences in casing, they are virtually identical products. However, the two divisions, which have separate sales and dealer organizations, fight tooth and nail for industry leadership. In 1957, Evinrude outsold Johnson by a bit over $150,000 but Johnson nosed out Evinrude in unit sales. Incidentally, the same parent organization also operates the Gale division which makes the Buccaneer outboard brand and builds private-label brands for Ward and other big outlets.

And, of course, the outstanding example of internal rivalry is General Motors in its automotive line.

■ What all this suggests, obviously, is that the issue is not "*Should* we com-

The Creative Man's Corner . . .

Simple and Specific

ISN'T IT ABOUT TIME YOU ENJOYED THESE CAR COMFORTS AND FEATURES?
'59 MERCURY
BUILT TO LEAD...BUILT TO LAST
LION-HEARTED CHRYSLER
See it today at your Chrysler dealer.

We've seen this Chrysler ad several times now, and every time, we have had the impression that the upper illustration was of a plane, with its belly doors open, debouching a piece of white luggage. The seeming suitcase about to be bashed to the ground, however, is one of Chrysler's Swivel Seats, as seen from above, swiveling.

We found the Mercury ad much less confusing and, as a matter of fact, highly persuasive. It's a welcome change to find an automobile ad that does for us what we might do for ourselves if we were on a showroom floor inspecting the model portrayed. It does, to a large extent, what an intelligent automobile salesman would do for us. He would not stand there as so many ads do and try to convince us that the car is beautiful. Beauty, as the saying goes, is in the eye of the beholder, and the beholder either finds what he sees beautiful or he doesn't. And an ad or a salesman can hardly convince said beholder if he doesn't immediately feel it himself.

The Mercury copy is equally helpful—because specific. It speaks of aluminized mufflers that last twice as long as conventional ones and a finish that doesn't need waxing for years.

Actually, Chrysler's illustration attempts to do the same, but fails chiefly because it fails to do it simply. And, of course, the lion-hearted stuff pretty much discourages the reading of copy that also gets down to specifics. An ad, however, is a whole, and if any part of it strikes a false note, the entire ad suffers. #

Head for the Hills!

Hills Bros. Coffee, that is. You get more flavor and strength out of it because the Hills people put more flavor and strength *into* it.

For 1959, Hills Bros. Coffee, Inc.* will have the largest advertising promotion in its history. This will include network and spot TV, spot radio, full-color pages in magazines and Sunday supplements, a regional outdoor campaign and special feature newspaper advertising.

All of this will add to the millions of people who enjoy Hills Bros. Coffee and get many more shopping baskets to "head for the Hills."

*An Ayer client for 36 years.

N. W. AYER & SON, INC.

Philadelphia • New York • Chicago • Detroit • San Francisco • Hollywood • Boston • Honolulu

pete with ourselves?" but, rather, "How, under existing market conditions and in line with future trends, can we compete with ourselves more profitably?"

■ I mentioned "future trends" in that previous paragraph among other reasons because I think it is fairly evident—as I've been predicting for some years—that the store-controlled brand is destined to assume greater marketing importance with real rapidity (the larger retailers become, the more they will turn to their own brands—and the more large retailers turn to their own brands the more will wholesalers turn to their own brands for their smaller retailers). This means that more and more manufacturers will come face to face with a decision on internal competition involving still more private brand production. And I am simply urging that the situation should be explored not with slogans, but with a practical realization of the marketing facts of life. #

Salesense in Advertising . . .

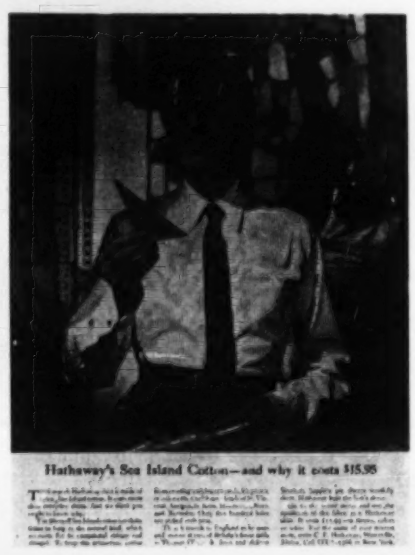
Six Ads I Wish Were Mine

By James D. Woolf
Creative Consultant

Reproduced on this page are six ads I like. They are moderate and in good taste. They are neither freakish nor capricious. They are not guilty of bombast, ballyrag, or ballooning. They do not challenge my credulity or common sense. All six of these advertisers have profitable and successful businesses. I like to think that the high quality and character of this advertising deserves some of the credit.

James D. Woolf

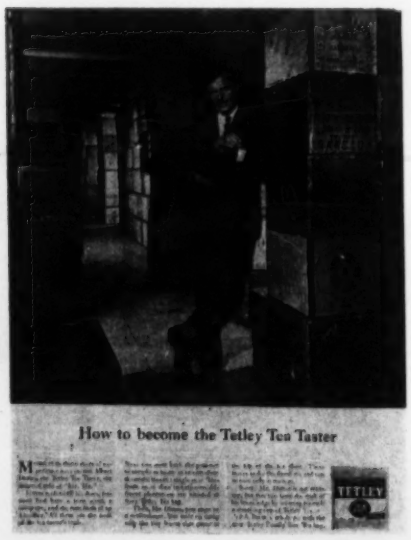
• 1. *The Hathaway color page.* Quite aside from the illustration, which is an eye-catcher, I like the copy in this *New Yorker* advertisement. The copy is completely free of clichés and bromides, is fresh and sprightly. Note this artistry: "To keep this aristocratic cotton from crossing with lesser breeds, it is grown *in exile* on the Caribbean islands of St. Vincent, Antigua, St. Kitts, Montserrat, Nevis and Barbados. Only five hundred bales are picked each year." Ogilvy, Benson & Mather is the agency.



• 2. *The Mennen color page.* The illustration of the fetching young mother and naked infant is exceptionally arresting. The headline is relevant and direct—with no hallelujah. The promised benefits are wholly credible. Note these confidence-inspiring closing words: "New Mennen Baby Powder is approved by leading pediatricians. Never cakes, clings longer. Ask your doctor about it." Grey Advertising Agency has the account.

• 3. *The Seven-Up color page.* The hankering for fun is one of the most potent of all human hankerings. The lively illustration looks like fun and is a sure-fire attention-getter. Sample excerpt from the cheerful copy: "Seven-Up has a wonderful, gay sparkle . . . and a fresh-as-all-outdoors taste. And it's one drink that can welcome everyone—from your visiting grandma to the three-year-old elf next door." J. Walter Thompson Co. is the agency.

• 4. *The Tetley color page.* The unusual illustration commands attention. The copy, avoiding clichés, is off the bromidic beaten track. Sample paragraph: "Next you must have the patience to sample as many as twenty-four thousand teas in a single year. Teas from twenty-two plantations are blended in *every* Tetley Tea bag." Ogilvy, Benson & Mather is the agency.



• 5. *The Eastman color page.* An excellent Christmas advertisement in every way. No clamorous whoopee, no exaggeration of the simple facts. This ad as a whole is thoroughly practical, informative, helpful. Seven models are pictured and described *and the price of each is clearly stated.* Failure to state the price, at least an approximate one, for any product that costs more than a few cents, is a disservice to the consumer. J. Walter Thompson Co. is the agency.

• 6. *The Bell Telephone color page.* Fathers and mothers, whose children have left the home nest to seek their fortunes, can hardly fail to be attracted to this advertisement. The ad is sentimental in its appeal without being mushy or sloppy. The moderate copy rings true: "You can get all the family news, talk over plans, find out if everyone is well. A telephone visit really brightens up the whole day. So, go ahead—pick up the telephone and make your call now!" N. W. Ayer & Son is the agency. #

* * *

Mr. Woolf's articles are available in a handsomely bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

What They Were Saying 25 Years Ago . . .

The Federal Trade Commission in an annual report (AA, Jan. 6, 1934):

"It is well known that the people are swindled to the extent of many millions annually through false and misleading advertising."

J. J. McCarthy, head of the advertising advisory council of the Motion Picture Producers & Distributors of America, announcing efforts to clean up smutty movie ads (AA, Jan. 13, 1934):

"In the past six weeks, I think there has been a decided improvement in the tone of motion picture advertising. Not only is it cleaner, but it has more merit."

Richard N. Grant, vp of sales of General Motors Corp., addressing the Advertising Club of New York (AA, Jan. 13, 1934):

"It will be many years before a standardized product will be made by the [auto] industry on a mass production basis allowing less advertising and salesmanship. As long as there is change from year to year, there will be great need for advertising and salesmanship."

J. W. Kane, advertising manager of Iodent Chemical Co., criticizing the original and modified versions of the Tugwell bill to revamp the Pure Food and Drug Act, at a meeting of the Adcraft Club of Detroit (AA, Jan. 13, 1934):

"Both bills have dragged a herring across the trail in an attempt to build up this unwarranted and harmful bureaucratic control, and the herring is the claim that there is a mass of false and misleading advertising in vogue, with the people suffering its dire consequences.

"Every business man and every advertising man knows that false claims for goods offered the public are, in the long run, the surest road to business failure."

P. A. O'Connell, president of E. T. Slattery Co., Boston, addressing a convention of the National Retail Dry Goods Assn. in New York (AA, Jan. 20, 1934):

"The time is coming when the advertising of a reliable retail store will be as clean cut and accurate in its statements as a scientific report. When that time comes, we will no longer worry about the high cost of advertising."

Advertising Age in an editorial (AA, Jan. 20, 1934):

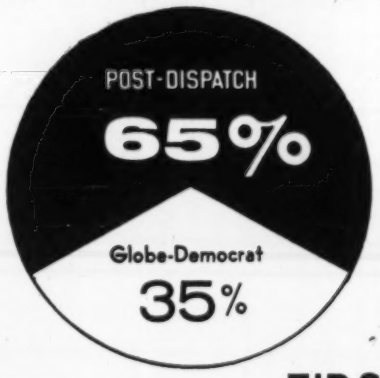
"Consumers regard advertising as a valuable source of buying information. They read advertising not with the feeling that someone is trying to defraud them, but with the idea that they are being given a friendly tip on the good things that are available in the stores, and how to use them to the best advantage.

"Organizations which, like Consumers' Research, are trading on the alleged unreliability of advertising and the necessity of using laboratory methods of determining the quality of goods purchased at retail, overlook the fact that the housewife has her own methods of buying, and that these methods employ advertising because advertising has proved itself to be a reliable guide to quality."

H. K. McCann, president of McCann-Erickson, in a letter to publishers, condemning efforts of a government group

LEADERSHIP

During the first eleven months of 1958 the POST-DISPATCH published nearly twice as much advertising as the second St. Louis newspaper. The POST-DISPATCH carried 32,952,690 lines* of full-run paid advertising, while the second newspaper carried but 17,727,040 lines, including free advertising and free color.



FIRST in Circulation
FIRST in Daily City Circulation
FIRST in Daily Total Circulation
FIRST in Sunday City Circulation
FIRST in Sunday Total Circulation
FIRST in Home Readership
FIRST in Advertising Daily or Sunday

FIRST in Classified Advertising
FIRST in General Display Advertising
FIRST in Retail Display Advertising
FIRST in Rotogravure Advertising
FIRST in Automotive Display Advertising
FIRST in Automotive-Miscellaneous Advertising
FIRST in Amusment Advertising (Retail)
FIRST in Bank and Trust Company Advertising
FIRST in Book Store Advertising
FIRST in Building Supplies and Contractors Adv.
FIRST in Cigar Advertising
FIRST in Cigarette Advertising
FIRST in Clothing Store Advertising, Men's
FIRST in Clothing Store Advertising, Women's
FIRST in Clothing Store Adv., M. and W.
FIRST in Comic Advertising—Sunday
FIRST in Total Department Store Advertising
FIRST in Department Store Basement Adv.
FIRST in Department Store Upstairs Adv.
FIRST in Drug Store Advertising
FIRST in Educational Advertising (Retail)
FIRST in Electrical Appliances & Supplies Adv.
FIRST in Furniture and Household Advertising
FIRST in Garage and Service Station Advertising
FIRST in Gasoline and Oil Advertising
FIRST in General Grocery Advertising
FIRST in Grocery Store Advertising
FIRST in Heating and Plumbing Advertising
FIRST in Hotel and Resort Advertising (Gen.)
FIRST in Hotel and Restaurant Adv. (Retail)
FIRST in Housing Equip. and Supplies Adv.
FIRST in Industrial Advertising (General)
FIRST in Insurance Advertising (General)
FIRST in Jewelry Store Advertising
FIRST in Liquor Advertising (General)
FIRST in Liquor Store Advertising
FIRST in Miscellaneous Advertising (Retail)
FIRST in Musical Instrument Store Advertising
FIRST in New Passenger Car Advertising
FIRST in Publication Advertising (General)
FIRST in Radio Retail Advertising
FIRST in Radio Set Adv. (Incl. TV) (Gen.)
FIRST in Real Estate Advertising (R.O.P. Only)
FIRST in Retail Less Department Store Adv.
FIRST in Shoe Store Advertising
FIRST in Sporting Goods Advertising (Retail)
FIRST in Stationers Advertising
FIRST in Tires and Tubes
FIRST in Toilet Goods and Beauty Shop Adv.
FIRST in Toilet Requisite Advertising (General)
FIRST in Total Tobacco Advertising
FIRST in Transportation (General)
FIRST in Trucks and Tractors

*The above figures do not include Parade, This Week, The American Weekly or part run figures with duplicated measurements.

ST. LOUIS POST-DISPATCH

First in Advertising for 58 Consecutive Years

to compel advertisers to price their products above non-advertised goods (AA, Jan. 27, 1934):

"The theory of the government group is that for a manufacturer in any line to sell his product below cost is destructive and constitutes unfair competition. With this theory, none of us can disagree.

"However, the government group takes the stand that advertising is an added element of cost and that, consequently, companies which do not advertise have a lower cost.

"Following out this train of thought, the government group would permit those concerns not advertising to sell at a lower price than those that advertise. This, I maintain, is fallacious. Unquestionably, advertising is a part of selling expense, but the government, without anything more than a casual investigation, has jumped to the conclusion that companies which advertise should be discriminated against as to price solely because they advertise and, as a result, their products are better known to consumers." #

Tips for the Production Man . . .

Some Thoughts on Text Composition

By Kenneth B. Butler

Sooner or later in a production man's rise to maturity in his profession, he becomes bothered about some aspects of text composition, or "body type" if you prefer a homelier phrase. Specifically he wonders if it is necessary to have so many hyphenated words at the end of lines; he worries about what appears to be excessive space between words in some lines. He thinks words letterspaced to fill a line are ugly. He finds himself scanning areas of text composition to see if any "rivers" of white space have developed.

In machine composition the compositor is controlled by the limitations of type and the width of the line, in relation to the words he is asked to compose into those lines.

If he does not split words and hyphenate, the alternative is excessive space between words. If space between words is to be reduced, there is only one way to accomplish it: by hand letterspacing. That is slow and costly, especially if all words in the line are letterspaced uniformly (which is the preferred practice in quality composition).

■ The compositor has no control over the words in the line; frequently he has room to squeeze in a short syllable, but the next word may be a one-syllable word and a long one—or the syllable may be too long to squeeze in.

As every production man knows, it is not the wide line that gives trouble. Tight composition (the preference of most typographers) can be obtained quite generally when lines of ten point type are set as wide as 18 picas or over. This is because there is a sufficient number of words and spaces between words to give or take a syllable or two without undue increase or decrease in spacing between words.

> Unlike Tehran, Isfahan has little mark of the West. There are streets of shops, but the main bazaar is covered with vaulted roofs. Every house, no matter how small, has a walled garden, and every garden has a rose. The city has a collection of mosques and shrines it would take weeks to explore (p. 36).

NARROW MEASURE—*Nine pica measure is quite narrow for body type of this size. The result, no fault of the compositor, is "loose" composition. Note the wide spacing between words in all lines except a few. Note that line six required that all words be letterspaced, since it would have been impossible to include the next word, "house," in that line. Yet this block of difficult composition from National Geographic has only two lines ending in a hyphenated word.*

If short lines are constantly causing bad breaks in typesetting, a change of style to wider measure may be in order. Short lines also develop when composition works around engravings.

The larger the body type the greater the problem with short lines. Most stylists get around this by adopting a smaller point size for captions when they must be narrow measure.

■ If you do not object to loose composition (lots of space between words) then hyphenation can be minimized. But do not look for consistent hand-letterspacing in machine composition unless you are prepared to pay the bill. Letterspacing of words in a line is resorted to only when the compositor has no other escape.

"Rivers" of white space—gutters of white noticeably extending over three or more lines due to the happenstance of spacing between words—can be improved only by the rewriting of certain lines and resetting the type. This is costly and slows down the operation. Few think it is worth the investment.

■ For a study of these problems I have taken *National Geographic Magazine*, which I consider a pretty commendable job of composition. A standard measure of 16 picas is used, although frequently the width of lines is narrower because the type works around odd-measure halftones.

In this publication, I found what I consider a minimum of hyphenation at the ends of lines (three or four per column being common, although one page had 12). Only once did I see any large number of succeeding lines ending with hyphens; in this instance there were four such lines following each other.

The composition style generally is loose. Occasionally this is attributable to avoidance of word-splitting, but mostly it is probably due to the generously large type size which I would guess to be 11 point.

Cut captions frequently are as narrow as 8½ picas. Here the type size is scaled down to 7 or 8 point. Whereas 16 pica line measure necessitated no letterspaced lines, the 8½ pica measure did. There is a remarkable absence of rivers of white space.

* * *

Production men will do well to survey their own text composition critically. In some cases the printer can help by changing the style of space bands used. Eight different sizes of space bands are available, I understand. One style, for example, gives a minimum of 2¼ points and a maximum of 8½ points. For tight composition the space band that has a minimum of 2 points and a maximum of 6½ points might serve more satisfactorily. #

From an Art Director's Viewpoint . . .

Back at the Old Stand

M-G-M presents
A George Pal production
"tom thumb"
the wonderful musical adventure ...it's colorsome!
The remarkable story of "tom thumb" comes to life in a motion picture of infinite magic and surprise. It is a milestone of screen imagination.
starring
Russ Tamblyn
Alan Young • Terry-Thomas
Peter Sellers • Jessie Matthews
June Thorburn • Bernard Miles
and the Puppetoons with the voice of Stan Freberg
Screen Play by Ladislas Fodor • Based On a Story From the Pen of the Brothers Grimm • Songs by Peggy Lee and Fred Spielman • Janice Torre • Kermit Goell • Photographed in Eastman Color • A Galaxy Picture • Directed by George Pal

By Andy Armstrong

One of my uncles was in the entertainment business. Perhaps not exactly in the heart of it, but closer to it than most people get when they are as un-entertaining as my uncle. He was a showcard painter for the Cozy Bijou.

Andy Armstrong

The Cozy Bijou was the only movie palace for miles around. It put on a new movie nearly every week, and nearly every week my uncle worked three or four days, painting signs for the next attraction. The manager of the Cozy Bijou would supply my uncle with still photographs from each movie. My uncle would copy the faces of the hero and heroine (and the face of the hero's horse, if it was a western) onto bodies of his own invention, and around and among them he would weave explosions and jazzy lettering with a lot of exclamation marks.

This may not sound like a very big job in show business, but it was pretty important back then because all the movies that came to the Cozy Bijou were black and white, while my uncle's showcards were in full, gorgeous color. He painted the flush of rosy life into all the big stars from Marguerite Clark to Charlie Chase, making them much more exciting out in the lobby than they looked inside on the screen.

That was a reasonable way to advertise movies 30 years ago. Showcards supplied the sparkle the movies needed but did not possess. When Technicolor came along, my uncle closed his shop and went off to Bermuda, where he got a new start as a buggy-striper. Before long he gave that up, too, and we all thought he had retired or married some rich widow with a saloon.

■ Apparently he did neither. Apparently he is back in the entertainment business stronger than ever. The movies have revived his style. They are putting his painted people in their magazine ads.

Why do you suppose an industry whose tool is the camera and whose product is the photograph does so little with either in its advertising?

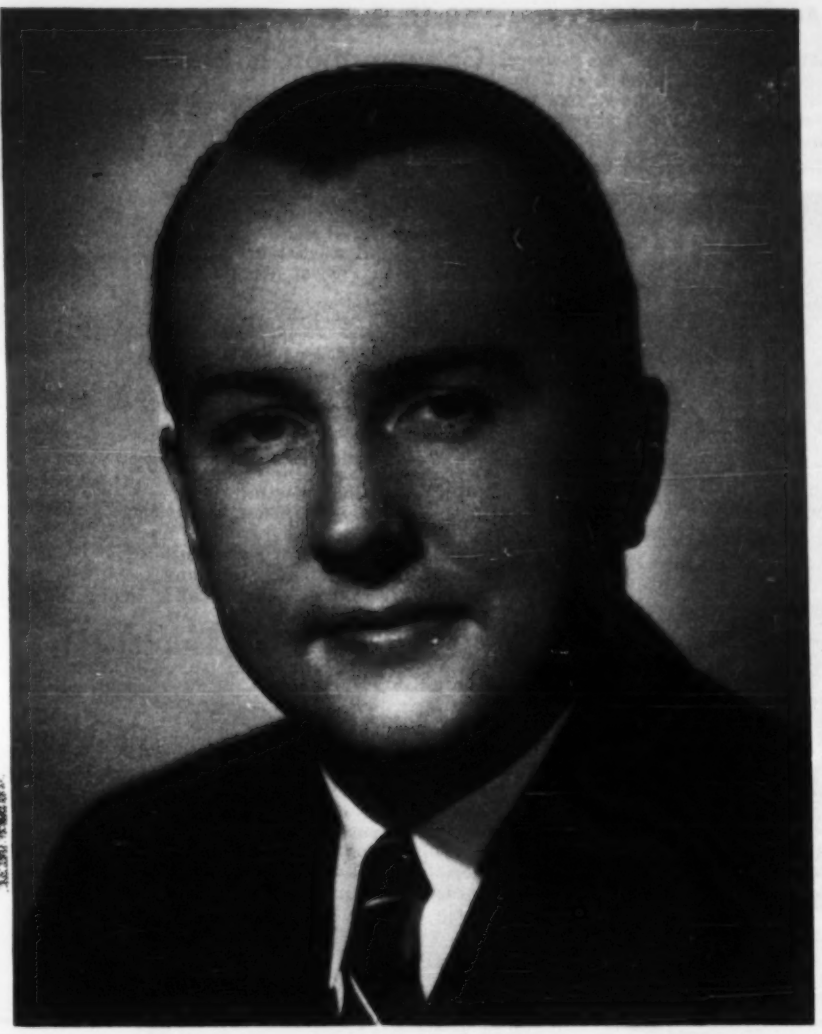
Here is a mighty anthill covering thousands of acres of costly real estate, loaded to the roof with millions of dollars' worth of equipment plus hundreds and hundreds of people exercising highly developed skills. All this machinery and all these people, whether in live production or in animation, are geared to only two things, really, besides money. They are wholly devoted to (a) the camera, and (b) the film it grinds out. In the final stage even the camera disappears, and the film becomes the irreducible net of all effort.

The film is the end product. This film may carry magic or emotion or just about anything you want to see in it, but it is in its essence a strip of camera-made pictures.

Then why go back, now that film has color, to my uncle and the Cozy Bijou routine? Why use paint to present a product whose unique drama, in spite of the sound track, is that it is composed entirely of photographs? #

"..everything from point-of-sale to broadcast media selection.."

says **THOMAS B. McCABE, JR.**
Director of Advertising
Scott Paper Company



"I feel that Advertising Age is an outstanding trade publication. Its fast reporting of major events in the advertising and marketing world is of invaluable help to all of us who are concerned with these activities on a day-to-day basis. The feature section has given us ideas here at Scott in connection with everything from point-of-sale material to broadcast media selection."

THOMAS B. McCABE, JR.

A graduate of Swarthmore College, Mr. McCabe gained his initial marketing experience with the Jewel Tea Company, where he was employed for seven years. From 1950 until he left the company to attend Harvard Business School in 1952, he was assistant to the Jewel advertising director. Mr. McCabe joined Scott Paper Company's marketing research department when he graduated from Harvard in 1954. The following year, he was named assistant to the distribution committee, and in 1956, transferred to Scott's advertising department as retail product group manager. In the latter position he was responsible for the marketing and advertising of the company's household paper products. Mr. McCabe was named director of advertising in 1957. "What leisure time seems to be available," this busy young executive says, "I devote to my family, tennis, and somewhat amateur efforts at photography—in that order."

important to
important people

Advertising Age
TV Sponsors Spending More for Same Shows
Sears, Ward Cut Down Payments on Appliances
ABC Board Won't Okay New Rule, Magazines Told
Mullins Switches to Dallas, Will Test New Group
American Wire Raises Budget for New Line

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

ABC ABP NBP

Atlanta Agency Volunteers

Liller, Neal, Battle & Lindsey, Atlanta, will act as volunteer agency for the Advertising Council for a regional forest fire prevention campaign to be conducted in southern states.

'59 U. S. Newsprint Consumption Is Seen at 6,900,000 Tons

NEW YORK, Dec. 31—Newsprint consumption in the U.S. in 1959 may total 6,900,000 tons—about the same as in the peak year of 1956, the Newsprint Assn. of Canada estimated in a year-end survey. It estimated U.S. consumption in 1958 at about 6,600,000 tons.

Newsprint capacity of North American mills for 1959 was estimated at 9,900,000 tons, with estimated production of 8,140,000 tons.

■ The survey noted that after a decade in which capacity barely kept ahead of increasing demands, North American newsprint producers now have sufficient capacity to meet projected increases in demand. In addition, it was pointed out, industry can meet any sudden large increase in demand such as occurred between late 1954 and early 1956. #

Honig-Cooper Agency Marks 50th Year with Expansion

Honig-Cooper, Harrington & Miner has climaxed an expansion program which marked its 50th anniversary in 1958 with the completion of a new addition to its San Francisco headquarters, second addition since the Honig-Cooper Co. was erected in 1954. Newest of the 27 accounts added during 1958 are Swig-Fairmont Hotel Management, effective Jan. 1, the Antlers, Colorado Springs, effective Feb. 1, the Mission Inn, Riverside, Arrowhead Springs Hotel, San Bernardino, and the Los Angeles Metropolitan Transit Authority. The agency has announced it is now billing about $15,000,000 annually, an increase of 50% since the start of 1958, during which Honig-Cooper Co. acquired Dan B. Miner Co., Los Angeles, and added Eugene I. Harrington as a major stockholder.

Honig-Cooper, Harrington & Miner also has promoted Jack Cummings, formerly a production manager, to direct the new department of administrative control, effective Feb. 1, and Tom Mason to manager of the mechanical production department. Cecelia Miller, assistant secretary, will assume additional duties as assistant treasurer at the same time.

New Star-Kist labels!
Look for the fisherman with the earring
to be sure of the tuna with Captain's Table Quality
Star-Kist
TUNA

EARMARKED—*Star-Kist Foods will run its "heaviest ad schedule" for its tuna from the third week in January to the first week in February. Emphasis will be on the new labels featuring the fisherman with the earring. Color spreads are scheduled for American Weekly, Jan. 25; Life, Jan. 26, and Sunset Magazine, February. Color pages will run in Better Homes & Gardens, Ladies' Home Journal, February, and Look, Feb. 3. Independent supplements and b&w newspaper ads will be used. Leo Burnett Co., Chicago, is the agency.*

Dan River Promotes Two

Charles E. Gallagher, formerly a product director of Dan River International Corp., the division which handles export sales for Dan River Mills, New York, has been appointed merchandise director of the division. Francis X. Maya, also formerly a product director of the division, has been named sales manager.

'Juliet' Bows in April

Juliet, a bi-monthly magazine for teen-age girls, will be published by Dell Publishing Co., New York, starting in April. Ad rates will be $1,700 per b&w page, based on a circulation guarantee of 400,000. Harold Clark, vp and ad director for Dell, is handling advertising.

Dairy Group, Food Marketers Join to Push Indoor Picnics

CHICAGO, Dec. 30—Indoor picnics will be jointly promoted in January by the American Dairy Assn. and seven food companies. Entitled "Let's cook up a cook-in," the promotion will offer consumers seven new ideas in meal planning suggestions.

The "cook-in" will be introduced in a multiple-page ad appearing exclusively in the February issue of *Better Homes & Gardens*—ten full-color perforated tear-out pages featuring ideas and recipes utilizing the following products:

All dairy foods (American Dairy Assn.), Campbell-Mithun; Bisquick (General Mills), Knox Reeves Advertising; Baker's chocolate and Baker's coconut and Minute rice (General Foods), Young & Rubicam; Aunt Jemima pancakes (Quaker Oats), J. Walter Thompson Co.; Vermont Maid syrup (Penick & Ford), BBDO; No-Bake cookies (Quaker Oats), Wherry, Baker & Tilden; Dixie Cups, Hicks & Greist; Brown 'n' Serve sausages (Swift & Co.), McCann-Erickson; and Crosse & Blackwell's date and nut roll, VanSant, Dugdale & Co.

■ The ADA also will run a two-minute commercial on the Perry Como show Jan. 24, which will offer viewers reprints of the 10-page ad at 10¢ each. A full merchandising program, including two direct mailings to food chain executives, and merchandising kits to retailers, will back the media push. #

Cole, Clark to Montgomery

Cole, Clark & Cunningham, Portland, Ore., insurance firm, has named Richard G. Montgomery & Associates, Portland, to handle its advertising. Newspapers, direct mail, business publications and outdoor will be used.

Walter Rogers to Chirurg

Walter T. Rogers has joined the account executive staff of James Thomas Chirurg Co., Boston. He was formerly with the Sturtevant division of Westinghouse Electric Corp. as advertising and sales promotion manager.

IF YOU WANT TO
COVER
ARIZONA
Tucson Star & Citizen are a MUST
No other newspaper gives this Coverage!
Tucson
62.6 %
of the Families in the Retail Trading Zone
93.7 %
of the families in Metropolitan Tucson read the Star or Citizen.
You need all this coverage - it's a "Vital Third" OF Arizona!
1/3
of the State's Population
388,948
of Arizona Retail Sales
$425,942,442
Are accounted For in
THE TUCSON STAR & CITIZEN
Retail Trading Zone
The Arizona Daily Star
MORNING & SUNDAY
Tucson Daily Citizen
EVENING
2 Independent Newspapers Produced in the Same Plant
Represented Nationally by Cresmer & Woodward, Inc.

SPREADING THE NEWS

SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

COLORFUL—*Pernod is promoted as a fashion color, along with gay green and sundown orange, in this color page by Allied Kid Co. in the Feb. 15 Vogue. The company handled the ad.*

Tie-in Push Boosts Pernod for Exterior, Interior Consumption

NEW YORK, Dec. 30—One part liqueur to six parts fashion is the formula for a new Pernod promotion. Julius Wile Sons & Co., importer of Pernod, is joining with six fashion manufacturers to push Pernod not only as a drink but as a fashion color (pale yellow green).

Thanks to the promotion, women may now be color-coordinated from head to toe to match the liqueur they are sipping—wearing Pernod leathers by Allied Kid Co., Pernod hosiery by Beautiful Bryans, Pernod jewelry by Castelcliff, Pernod gloves by Kislav, Pernod hats by Miss May, Pernod sweaters by Talbott Knitting Mills, Pernod woolens by Warren of Stafford and Pernod fabrics by William Skinner & Sons.

The promotion will be primarily local, with 16 department stores across the country participating. The new color will also be promoted in a color page by Allied Kid in the Feb. 15 *Vogue*.

■ This is the second time Julius Wile has arranged a color tie-in with one of its liqueurs. In 1952, women were urged to drink and wear Benedictine. Both tie-ins are the handiwork of Robert Taplinger & Associates, public relations company. #

Tilds & Cantz Adds Another Renault Distributor

Tilds & Cantz, Los Angeles, has been appointed to handle its third Renault distributor—Lake States Imports Inc., distributor for the French automobile in seven midwestern states. About a month ago, the agency secured Northwest Inc., distributor for Renault in four northwestern states and Alaska (AA, Dec. 15). Tilds & Cantz has been handling the southwestern region for John Green Corp. for the past year.

Marvin Cantz, agency principal, said the agency will open a Chicago office to service the Lake States account, which distributes Renault in Illinois, Indiana, Michigan, Wisconsin, Minnesota, Iowa and Ohio. Media plans will include radio, newspapers, regional editions of magazines, and a tv schedule will begin in February. Needham, Louis & Brorby, New York, handles national advertising for Renault Inc.

Nides-Cini Adds Two

Selwyn-Pacific Co., Los Angeles, manufacturer of controls equipment for liquefied petroleum gases, has named Nides-Cini Advertising, Beverly Hills, Cal., its agency. Advertising in U.S. and Canadian trade publications, dealer training aids and direct mail, will have as their theme "Miss Flo Curves," a copyrighted character. Nides-Cini also has been named to handle advertising for Deutsch Controls Corp., Los Angeles. The company has not previously had an agency. Ad plans call for direct mail, with trade publication advertising to follow. The company manufactures water heater thermostats, valves and regulators.

Grant Names Hughes VP in Dallas; Dellinger to Hollywood

Joe K. Hughes has been named vp and manager of the Dallas office of Grant Advertising. Mr. Hughes, who joined Grant three years ago, succeeds Robert L. Dellinger, who has been transferred to Grant's Hollywood office, where he will be chairman of the plans board.

Grant also has named Richard Jackson a copywriter in its Detroit office.

RETAIL SALES?

$946 million in Georgia's money belt

Cash registers are ringing up sales at the rate of $946 million in the Augusta-Columbus-Macon trading area. Penetrate this 60-county market with this 3 paper combination buy that gives you savings to 10% on each ten thousand lines.

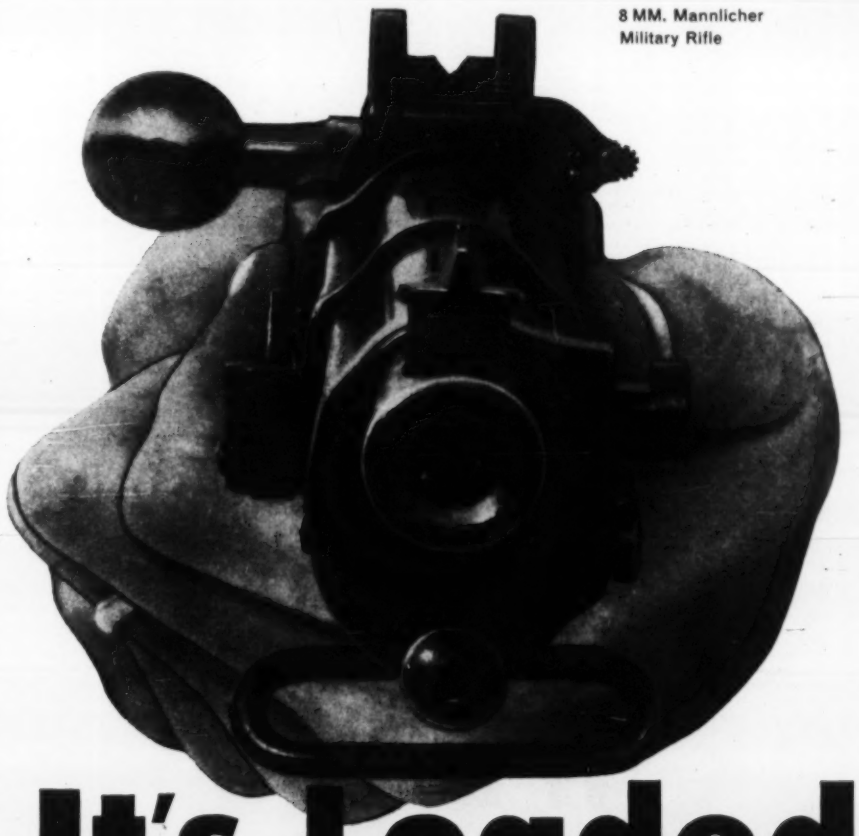
For **impact** in the Peach State, it's Atlanta **plus**

THE georgia group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

8 MM. Mannlicher Military Rifle



It's Loaded

with buying power...

THE INDIANAPOLIS AREA*

Zero in on one of America's top markets! Big? 2,000,000 people who *buy* more because they *have* more. Rich? Average annual income per family is a whopping $6,882—20% ahead of the national figure, 9th among cities of more than 600,000.† Retail sales? $4,615 average and 6th among cities of over 600,000.† And how to get a bull's eye is easy . . . The Star and The News have 58.4% coverage! Write us today for complete market data.

† Sales Management Survey of Buying Power, 1958

*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

Population:	2,117,100
Income:	$3,740,248,000
Retail Sales:	$2,472,792,000
Coverage:	58.4% By The Star and The News

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

Parents' Institute Offers Magazines as Premiums

Parents' Institute, New York, has announced that *Humpty Dumpty's Magazine*, *Children's Digest* and *Calling All Girls*—magazines for children published by the publisher of *Parents' Magazine*, are now available as premiums. Several national advertisers have used the children's magazines in the past as premiums, including General Foods Corp., Vick Chemical Co., Hudson Paper Co. and W. T. Grant Co.

Sugarine Adds Two Magazines

Sugarine Co., Mt. Vernon, Ill., manufacturer of Sugarine liquid sweetener, has added *McCall's* and *Woman's Day* to its 1959 media schedule. The advertiser will also continue to use *Everywoman's Family Circle* and *Ladies' Home Journal*.

Victor Opens N.Y. Office

Jay Victor & Associates Inc., advertising and public relations consultant, has opened a New York City office at 515 Madison Ave. The organization will continue to maintain its New Jersey office at 1225 Raymond Blvd., Newark.

You, too, can get effective merchandising help in Muncie

Effective merchandising of any product sparks a specific challenge at The Muncie Star and Muncie Evening Press. We always strive to give *all* advertisers a new and different merchandising angle to assure the success of each particular advertising campaign. Try the MONEY-MAKING MUNCIE MARKET for positive results.

The MUNCIE STAR • MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

SAVING FOR FUN—*Color pages in the Fort Worth Star-Telegram Sunday comics section, like this Dec. 7 ad, have been a key feature of the Fort Worth National Bank's annual drive to sell toy banks to junior savers. Glenn Advertising helped work out the "action toy" slant in the push.*

Revamped Ads Made Toy Premiums Work for Fort Worth Bank

FORT WORTH, TEX., Dec. 30—It's happened before that a retailer has found itself sitting on a huge inventory of slow-moving merchandise, then advertised his way out of it, scoring huge sales gains.

But when a bank does it—by advertising in a comics section yet—that's news!

The Fort Worth National Bank was in an optimistic mood back in 1956 when it ordered a slew of novelty savings banks for merchandising the idea of savings to kids. It had been retailing banks of that kind for years, but following poor sales in 1956, the inventory built up by 1957 began to pose serious storage problems. Even a 50% off sale was contemplated.

■ Then the bank got together with its agency, Glenn Advertising, Fort Worth, and concluded, among other things, that maybe pushing the banks on kids as sort of an admonishment to save wasn't the way to get rid of banks. But offering them as action toys to have fun with might be different.

Thus it was that the bank took a color half-page in the Sunday comic section of the *Fort Worth Star-Telegram* and laid it out horizontally with cartoon-type boxes and brownie characters illustrating how their eight kinds of banks worked.

Backing this up was a schedule of participations on "Kitty's Wonderland" on WBAP-TV, Fort Worth, every weekday for the month preceding Christmas. Kids sent in their names for daily drawings and the winners got whatever bank they selected.

In the bank building itself, two large action displays were set up at either end of the lobby, and toy bank displays were set up on ledges between tellers' cages.

■ Sales result: a 487% increase in toy bank sales over the previous year. But, satisfying as these sales results are in immediate profit, the bank says, its longer-range benefits are perhaps more important: (1) promoting the idea of thrift and (2) putting a constant reminder of the bank in the homes of many savers, present and potential.

Again this year the bank has run another cartoon page in the *Star-Telegram* and again backed it up with children's tv shows and bank displays—aiming for still greater bank sales. #

Hotels Cited for Excellent Ads

Hotel Sales Management Assn. has cited the following hotels for excellence in hotel advertising: hotels under 150 rooms—Jug End Barn, Great Barrington, Mass.; Williamsburg Inn, Williamsburg, Va.; Guild Inn, Scarboro, Ont. More than 150 rooms—the Greenbrier, White Sulphur Springs, W. Va.; Habana Hilton, Havana, Cuba; the Plaza, New York; the Morotto Hotel, Indianapolis. Under 5,000 rooms—Williamsburg Restoration Inc., Williamsburg, Va., and Manger Hotels, New York. More than 5,000 rooms—Hilton Hotels Corp. and Sheraton Corp. of America.

Photoengravers Name Weltz

Emil Weltz, formerly vp of Peerless-Hill Inc., New York, photoengraver, will become managing director of the Photoengravers Board of Trade of New York, Jan. 1. He will succeed W. Arthur Cole, who is retiring after 25 years (AA, Dec. 22).

Hoe to Issue R.O.P. Annual

R. Hoe & Co., New York, will publish an annual report covering r.o.p. color use in newspapers in 1958. The report, to be compiled by Media Records, is expected to be issued by April 1.

Marketing, PR Are Related, Consultant Tells Optimist Club

YONKERS, N.Y., Dec. 30—"American men and women, the all important customers, have time and time again shown that they will buy immediately, consistently and in vast volume, provided they are offered a superior product or one which satisfies the deep down desires for mental and physical improvement coupled with compulsive pressure to buy."

Henry Harris, head of Henry S. Harris Associates, New York public relations and management company, made these remarks to a group of Optimist Club members representing chapters from New York, Westchester and Connecticut. They were listening to a talk on the role of public relations in modern management.

"There is a distinct relationship today between marketing—call it merchandising, call it selling, or just call it making money—and public relations," Mr. Harris said.

■ He outlined several case histories to illustrate the role of public relations and publicity in a company's success. For example, 1957 publicity for Decro-Wall Corp., maker of dimensional wall coverings, was equal to more than $200,000 worth of major media advertising and about $24,000 worth of business paper advertising.

"The press liked the product. The public loved it. The trade demanded it," he added. "This company, now only three years old, is on its way to being a giant."

He emphasized the role of business paper advertising. "On a small budget, particular attention must be paid to trade advertising. This molds the foundation. It takes longer without major consumer space—or at least a continuity of advertising—but it is essential to attract the outlets and achieve their recognition and faith in your operation." #

'Military Market' Audited

Military Market Magazine, New York, is being audited by Business Publications Audit of Circulation and has applied for membership in BPAC. The publication is published by Army Times Publishing Co.

SEÑOR WENCES

NOW AVAILABLE TO MAKE TELEVISION COMMERCIALS ON FILM FOR YOUR PRODUCT 10-20-60 Second Spots
LOCALLY . . . . . REGIONALLY

★ ★ ★ ARB PROVES WENCES BEST ★ ★ ★
In a recent survey conducted by the American Research Bureau in the Pittsburgh Market, the Fort Pitt Beer commercials with Señor Wences were chosen as the "best liked" of all national and local commercials.

FOR PRICES IN YOUR MARKET, CALL OR WRITE
WILLIAM MORRIS AGENCY, INC.
1740 BROADWAY - NEW YORK 19, N.Y. JUDSON 6-5100

QUANTITY PHOTOS SELL ANYTHING... ANYWHERE!
QUANTITY PHOTO CO., 119 W. HUBBARD ST., CHG. 10
Write for FREE photo packet

PREMIUM—*Albers cereals division of Carnation Co. will promote a "five piece kitchen fashion set" as a premium with large-space newspaper ads in 50 major western markets from mid-February through early March. Erwin Wasey, Ruthrauff & Ryan, Los Angeles, is the agency.*

Coming Conventions

*Indicates first listing in this column.

Jan. 9. American Marketing Assn., Toronto chapter annual seminar (marketing for management), University of Toronto.

Jan. 16-17. Mutual Advertising Agency Network, first quarterly business and workshop meeting, Plaza Hotel, New York.

Jan. 19-21. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 23-25. Advertising Assn. of the West, midwinter conference, San Jose, Cal.

Jan. 23-25. National Advertising Agency Network, eastern regional conference, Hotel Statler, Washington, D.C.

Jan. 27. Magazine Publishers Assn., Midwest regional convention, Sheraton Hotel, Chicago.

Jan. 29. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Pierre, New York.

Feb. 15-17. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 26-28. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 5-6. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D.C.

*March 6-8. Affiliated Advertising Agencies Network, Midwest regional meeting, Lake Lawn Lodge, Delavan, Wis.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-14. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. Bureau of Advertising, American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

*June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Motorola Promotes Blue

Hendrix G. Blue has been named consumer products advertising manager of Motorola Inc., Chicago. He succeeds Hugh Engelman, who was named to the new position of parts and accessories merchandise manager. In his new post, Mr. Blue will be responsible for local advertising on all of Motorola's consumer product lines.

WABC-TV Names Szabo

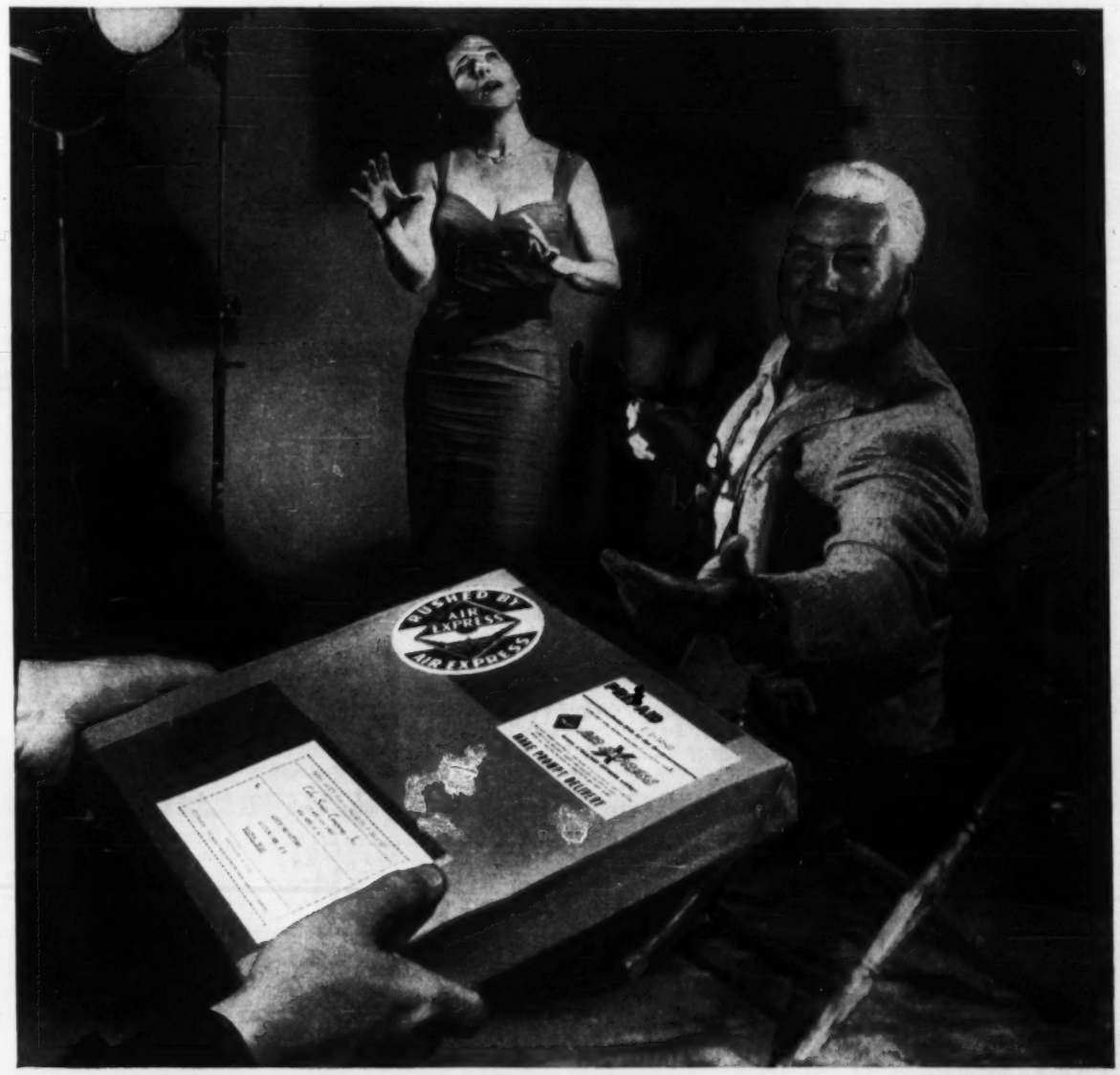
James E. Szabo, formerly an account executive with ABC-TV, has been named sales manager of WABC-TV, New York. He replaces Joseph Stamler, who recently was named manager of the station.

The Greatest
SELLING FORCE
in French Canada

LARGEST VOLUME
of RETAIL — DEPARTMENT STORE and
TOTAL DISPLAY ADVERTISING of ALL NEWSPAPERS in CANADA

LA PRESSE
DAILY AND ROTOGRAVURE

HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES, INC.



Air Express stars in low cost shipping

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

CITY TO CITY...DOOR TO DOOR (for a 15 lb. package)	AIR EXPRESS Miles	AIR EXPRESS Cost	YOU SAVE
PITTSBURGH to ST. LOUIS	568	$4.67	$2.98 to $7.51
HOLLYWOOD to EL PASO	701	5.15	3.39 to 7.40
COLUMBUS to TAMPA	899	6.11	.59 to 10.13
ATLANTA to GALLUP, N. M.	1421	8.51	1.20 to 11.83

Apply these typical examples to your shipping problems

Rushing the "rushes" from location to Hollywood—and back—is a daily Air Express job. And the money saved in shipping costs is welcomed even by producers of epics!... Air Express, symbolized by the big "X," offers *you* the same service. Plus exclusive one carrier door-to-door delivery to thousands of U. S. cities and towns. Investigate.

AIR EXPRESS
GETS THERE FIRST via U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Author of DMAA List Code Replies to Points in AA Direct Mail Editorial

To the Editor: In your Dec. 8 editorial, "The Case of the Rented List," you refer to the Direct Mail Advertising Assn.'s new Mailing List Code, and say that direct mail "continues to suffer from something that the code ought to discuss, but doesn't."

As author of the DMAA list code, I'd like to reply not only to this particular statement, but to the editorial in general.

In it, you maintain that the public is unhappy with direct mail because of its "overwhelming volume"; that the principal reason for this volume is the willingness of list owners to rent and exchange their lists; that such rental of "confidential" names shows a lack of "scruples" on the part of list owners; and that such rental leads to the receipt of many duplicate offers by the public.

■ Now, if you base your thinking about any problem on faulty premises, you're bound to end up with unsound conclusions. And in this case your premises are not established facts, but highly dubious assumptions. Let's look at them in detail:

1. You say "What is causing so much public unhappiness with direct mail is . . . its volume."

What proof is there that the public actually *is* unhappy with direct mail, either absolutely or in comparison with other types of advertising? Note that I'm asking for *proof*—not for propaganda put forth by other advertising media or by postal officials bucking for a rate increase.

Unless it can be established that the public *is* unduly unhappy about direct mail, then there *is* no problem, and your whole argument collapses.

2. You say that the principal reason for the "overwhelming volume" of direct mail is the willingness of list owners to rent and exchange their lists.

Again, who says that the volume is "overwhelming," and by what standard?

■ But beyond that, your cause-and-effect reasoning here is faulty. It's like saying that the principal reason for the growth of television advertising is the willingness of station owners to make *their* audiences available to advertisers. Does that make sense?

Actually, the principal reason for the "overwhelming" volume of direct mail is its capacity to *get results*. It prospers because it produces. So does television.

3. You say that people no longer have any "scruples" about renting their lists to other mailers, or any feeling that these names are "confidential."

Here you assume that it is "unscrupulous" for a list owner to rent his list to other mailers, and that such rental somehow violates a "confidential" relationship with the people on that list.

Certainly this assumption is not a fact. At best it is a moral judgment, and one on which there can be a wide difference of opinion.

Just why *should* there be anything confidential about joining the thousands or hundreds of thousands of other people who have—to use your examples—opened a charge account or subscribed to a magazine? And just why *should* a list owner have "scruples" about letting other legitimate advertisers address their messages to his audience . . . any more than a magazine or a television station should deny its audience to legitimate advertisers?

■ You've got to establish that these practices *are* unethical before you condemn them for *being* unethical.

4. You say "So you not only get a lot of offers from a lot of people, but you get a substantial number of duplicate offers."

Granted that some duplication of direct mail offers exists, since when has duplication become intolerable in advertising?

Suppose you *do* get a couple of duplicate direct mail offers on the same day or during the same week. How many times a week do you see identical ads in newspapers and magazines? How many mornings and evenings do you stare at the same car card in the subway? How many times a day are you bombarded with the same commercial on radio and television—and for how many days, weeks and months on end?

Just who in advertising is sufficiently without the "sin" of duplicate offers to be able to cast the first stone?

Through its new List Code, the Direct Mail Advertising Assn. is making an intelligent and constructive effort to solve some of the industry's *real* problems. Let's not confuse the picture by overemphasizing minor problems in editorials based on dubious assumptions and questionable reasoning.

Boyce Morgan,
President, Boyce Morgan Associates, Washington, D. C.

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Hopes for Action on List Problem

To the Editor: I couldn't agree more with the editorial in your Dec. 8 issue, entitled "The Case of the Rented List," if I had written it myself.

To subscribe to a magazine and as a by-product have one's mailbox stuffed with literature (unrequested) has become the normal, rather than the uncommon thing. In my case it is possible to trace these direct mail efforts directly to the magazine involved, since it can be observed that the direct mailer has used the Addressograph plate of the magazine.

The instance that you cite of contributing to an organization only to find yourself the recipient of a flood of letters and pamphlets from other organizations is an experience you share with many Americans. This whole business puts me in mind of the system that I have heard that vagrants use—that of making chalk marks on the fences or sidewalks of "easy marks" so as to save their following fellows time and effort.

There must be few companies in the U.S. which do any advertising and don't have a stake in the overall effectiveness of direct mail. Certainly every one of them could profit by a more ethical approach to the acquisition and use of direct mail lists. I for one hope that your editorial will bring some action along these lines.

Alan T. Cazier,
Western Manager, Industrial Publishing Corp., Los Angeles.

• • •

Hamilton Reports on the Current Watch Situation

To the Editor: We read the item, "Watchmakers Perturbed," in the Dec. 15 issue of Advertising Age and hope that all of those outside of the watch industry do not accept it as a true statement of things as they actually are within the industry.

Contrary to your lead sentence, for the Hamilton Watch Co. this is indeed "the season to be jolly." As you may know, we manufacture high-quality jeweled watches. Our sales for 1958 will equal or exceed those of 1957, despite the first quarter recession "blues."

For some reason the word pin lever which once was considered a sort of dirty word by the limited few who knew what it meant—has suddenly found itself on many lips and even on many advertising pages. All of this adds to the fire and fury, but is only misleading.

■ It is true that the sale of pin lever watches has increased considerably over the past five years and it is easy to see how such a situation would cause some people to be perturbed and others pleased. However, there still exists a very hale and hearty segment of the watch business—the fine, fully jeweled watch business—and there are many reasons why its health will continue to be good.

There is no possession more intimate and more personal than a watch. That is why it has been traditionally chosen as a gift on the really important gift occasions—such as graduations, birthdays, anniversaries and, of course, Christmas—from someone very close to someone very dear. The recipient treasures it highly, takes good care of it and wears it for a great many years. Why? Because they are fine timepieces, because they keep excellent time, because they last a lifetime. And the most important reason, the recipient treasures the sentiment and the memory associated with the presentation.

You might give your son a cheap watch when he first learns to read the time, but not as a symbol of accomplishment when he graduates from high school or college, or on another equally important occasion.

I think Mr. Enderwood errs seriously in his categorical condemnation of the jeweled watch manufacturers' and distributors' current position. To say that there has been no styling or product development in 25 years is incorrect to the point of silliness. Styling has progressed fantastically in the last 10 years (see enclosed Hamilton electric watch models), and product development of electric watches, ultra-thin automatics and waterproofs, combine to make the last decade the most progressive in the entire history of horology.

■ To say that watches are fantastically over-priced is a generalization which is completely fallacious. There are some unethical jewelers and manufacturers who practice the hoax of fictitious pricing. This is true in any industry. But no le-

Wherever plastics are part of the picture...

In Philadelphia nearly everybody reads The Bulletin

In Philadelphia

... buying begins at home.

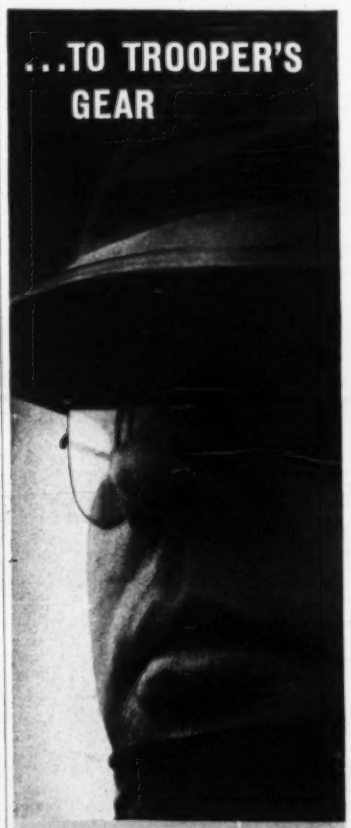
The Bulletin goes home ... delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

The Bulletin publishes the largest amount of R.O.P. color advertising in Philadelphia—Evening and Sunday.

Philadelphians like The Bulletin. They read it, respect it and respond to the advertising in it.

Advertising Offices: Philadelphia • New York • Chicago
Representatives: Sawyer Ferguson Walker Company, Detroit • Atlanta • Los Angeles • San Francisco
Florida Resorts: The Leonard Company, Miami Beach

In Philadelphia nearly everybody reads The Bulletin



Like the flourishing market it serves, Modern Plastics is not limited by industry boundaries. It goes wherever manufacturers process plastic materials or put them to product use. Alone of all industrial publications, it delivers to these users the *complete* range of news, engineering and technological data important to them all.

Send for your copy of the compact market guide: "Facts about Modern Plastics and the market it serves."

Modern Plastics

A BRESKIN PUBLICATION
575 Madison Ave., New York 22, N.Y.

gitimate watch manufacturer or dealer does this, nor do they have in their lines watches which have built-in dealer markups such as suggested in your article.

The statement that sales methods are antiquated, that watch packaging has remained the same and that watch advertising has not changed significantly, seems to indicate a lack of awareness of the real progress that has been made—most of it in the last decade.

We cannot speak for the rest of the industry but Hamilton would like to go on record that we feel there is a great and growing future for the fine jeweled watch industry. And Hamilton intends to be a very important part of it.

R. J. Gunder,
Director, Advertising and Sales Promotion, Hamilton Watch Co., Lancaster, Pa.

• • •

Lost Digit Restored

To the Editor: Recently one of the advertising managers of the Farm Bureau Insurance Co. called to our attention an error which appeared in the Dec. 22 issue of Advertising Age. It would seem that when typing the release in our office we dropped a digit in the approximate budget of the combined Farm Bureau group. This should have read $750,000 instead of $75,000.

Would it be possible for you to correct this in an early issue? It has been slightly embarrassing.

Richard A. Hall,
Jackson, Haerr, Peterson & Hall Inc., Jefferson City, Mo.

• • •

Re Calendar Art: Look Up 'Wholesomeness'

To the Editor: I read, with some confusion, the story on Page 2 of your Dec. 1 issue, datelined San Francisco—"Good-Bye to Nude—Hasn't 'Sell' Mood Like Calendar Should."

Now of course you were quoting Jay F. Shaw, vp and general sales manager of the Shaw-Barton Co., Coshocton, O. Maybe you don't agree with Mr. Shaw when he says that "the nude began to vanish from the calendar shortly after the end of the Korean war . . . they're just not good for advertising . . . wholesomeness and good art are the theme now."

At least we at Carson/Roberts/Inc. still finger lovingly the tear sheet from AA of Nov. 25, 1953, headlined "Hartog Sport Shirts Go Over Big After 6 Months of Cheesecake Ads." And we know that you know that not only is the campaign still going today—but we have produced six very-much-in-demand calendars at the end of each year which represent the 12 Hartog ads of the preceding 12-month period.

Mr. Shaw might also pause for a quiet moment over our correspondence file requesting these calendars at $2 each. He would find represented the major advertising capitals of this and other countries . . . the elegant, watermarked letterhead, and a roster of agency and corporation names that reads like the *Wall St. Journal.* (In fact, the *Wall St. Journal* figures prominently among them.)

Naturally, we have AA to thank for a lot of this because in your subsequent issues you have reprinted several of our Hartog calendar girl photos and spoken some very nice words about Jack Roberts, creative director of Carson/Roberts, and of Hal Adams, the photographer who shoots them.

I won't take issue with the gentleman from Coshocton on the matter of quantity, since the news story states that he represents the second largest firm in the nation's $250,000,000 calendar business. But I will quarrel with his implication that "wholesomeness and good art" are antipathetic to the nude calendar. First, quoting your own 1953 story, "A subtle difference can be felt when it is realized the conception is expressed in an art treatment."

And, finally, the American College Dictionary defines "wholesomeness" as "that which is nourishing." Look up their definition of "nourish" and you find "supply with what is necessary for maintaining life—."

What say, Mr. Shaw?

June Barth,
Publicity Director, Carson/Roberts/Inc., Los Angeles.

P.S. Under separate cover, we are sending you a copy of the 1959 Hartog calendar.

• • •

Not All Ads Are Cast in Mail Order Mold

To the Editor: I appreciated your thorough coverage of my recent talk to Alpha Delta Sigma, the national advertising fraternity, about the "Seven Disturbing Truths that Giant Advertisers Can Learn from Mail Order Results."

But your following week's editorial worries me. It may lead people to believe that we at Vos & Co. think that *every* ad and *every* media decision should be cast in the mail order mold. We don't—and actually, successful mail order ads differ widely, anyway.

In my talk I specifically pointed out that there are many forms of advertising (trade advertising, industrial "public relations" ads, and "brand image" ads were mentioned as examples) which are exempt from most of these rules.

But when it comes to creating ads that are supposed to make you buy tubes or cans or packages or services *this week or the next,* I think most advertisers can avoid expensive mistakes by learning what makes coupon-buyers respond—and by trying to integrate that knowledge into their consumer copy and scheduling.

Frank Vos,
Vos & Co., New York.

GET MORE DONE WITH THIS POCKET-SIZE MEMO SYSTEM
Pocket-Planner—favorite of top-level executives, professionals and salesmen. Will change all your ideas about organizing your time and planning your day while "on the go". Ask for free folder A108. Regency Crafts, Inc., 443 Fourth Ave., New York 16, N.Y.

Sell the doctor when his mind is on medicine... in
Modern Medicine
reaches every practicing physician in the U. S. to age 65
Dr. Walter C. Alvarez, Editor-in-Chief
THE DOCTOR'S MARKET PLACE FOR PRODUCTS HE BUYS, PRESCRIBES OR RECOMMENDS

Attention! Capper's Farmer has helped till and cultivate the soil of fertile mid-America for half a century... Today it succeeds because of the confidence and respect of its rich farm family... In the months and years ahead it will continue to strengthen old friendships and build new leadership in the farm market... bringing rich rewards to those advertisers who use its pages today and tomorrow.

CAPPER'S
FARMER
Published by Capper Publications, Inc. — America's Leading Agricultural Press
A Division of Stauffer Publications, Inc.
TOPEKA CHICAGO NEW YORK CLEVELAND LOS ANGELES SAN FRANCISCO

Pendleton Buys Mayne Co.

Larry Pendleton, account executive with Chas. H. Mayne Co., Los Angeles, for the past two years, has purchased the agency from Eugene P. Ramsay. Mr. Ramsay will continue with the agency in an advisory capacity. He has been with the agency since it was founded in 1934 by the late Charles H. Mayne, and has been its owner for nearly 10 years.

Just like Paul and his lantern . . .

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

Agencies' New Business Setups Mostly Informal

(Continued from Page 3)

Advertising Age billings figures, plus 54 agencies selected randomly from among others of the 430 agencies listed in the AA tabulation. Results are based on 43 replies—a 52% return—plus seven agencies visited personally.

Among the agencies responding, 39% indicated the president is primarily responsible for obtaining new accounts, 31% said a vp, 11% assigned this task to "the person who will assume the account," and 19% gave it to others—most frequently to a new business man.

■ The study indicated that advertising agencies, by and large, consider advertising something to sell to others, rather than something to use for their own purposes. Among all respondents, only 22% reported using house advertising "considerably," and another 30% admitted to using it "occasionally." But 37% said they seldom used it, and 11% said they never used advertising on their own behalf.

Even among the giant agencies billing more than $25,000,000, only two out of five said they use considerable house advertising, one out of five admitted to occasional use of advertising, and two out of five said they used it seldom or never. Among agencies in the smaller-than-$25,000,000 bracket, half of those replying said they seldom or never use advertising.

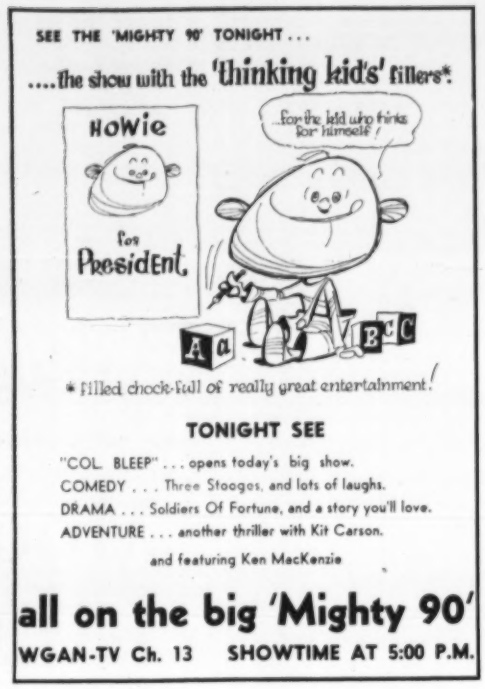
■ Among the $25,000,000 agencies which use house advertising, the average annual appropriation was an extremely modest $35,000. Among "advertising" agencies in the $10,000,000-$25,000,000 class, the average annual appropriation is $10,000 to $12,000.

Among all agencies responding, 6% devoted $75,000 or more to their own advertising in 1957; another 6% invested $26,000-$75,000; 16% admitted to $5,000-$25,000 expenditures; and 68% reported under $5,000.

There seems to be a sharp division of opinion among agencies on house advertising. Among those now using such advertising, 55% anticipate a probable increase in appropriations within the next five years, and only 2% look for a decrease. But 100% of the agencies not now using advertising of their own have no plans for doing so in the future.

■ The importance of new accounts to agencies was demonstrated by a figure showing that in 28% of the cases, new accounts made up from 25% to 50% of total billings for 1957.

And their optimism over the general advertising outlook was shown by the fact that 58% of the respondents expected a business increase of more than 25% within two years; 39% expected increases, but did not believe they would be as large as 25%. #


SEE THE 'MIGHTY 90' TONIGHT . . .
. . . . the show with the 'thinking kid's' fillers*.
HOWIE
for the kid who thinks for himself!
for PRESIDENT
A a B b C c
* filled chock-full of really great entertainment!
TONIGHT SEE
"COL. BLEEP" . . . opens today's big show.
COMEDY . . . Three Stooges, and lots of laughs.
DRAMA . . . Soldiers Of Fortune, and a story you'll love.
ADVENTURE . . . another thriller with Kit Carson.
and featuring Ken MacKenzie
all on the big 'Mighty 90'
WGAN-TV Ch. 13 SHOWTIME AT 5:00 P.M.

TAKEOFF—*WGAN-TV Portland, Me. with its "thinking kid's" fillers spoofs current Viceroy advertising in newspaper ads like this.*

Houck & Co. Adds Four

Houck & Co., Roanoke, Va., has added four accounts: Newport News Shipbuilding & Dry Dock Co.; First National Bank of Bluefield, W. Va.; Ideal Laundry & Dry Cleaning Co., Roanoke, and Blue Cross-Blue Shield, Roanoke.

S.F. Ponders Outdoor Curbs

San Francisco's outdoor advertising industry has decided upon the areas where it wants to put boards along the city's Embarcadero Freeway, now nearing completion. At the same time, the California Roadside Council announced it will seek legislation from the San Francisco board of supervisors to ban all outdoor signs along the new freeway. The city currently is considering a measure to ban all outdoor signs within 200' of the new freeways and prohibit any other signs to be viewed primarily by motorists on the freeways.

Pilchen Joins Radiant

Bernard Pilchen has joined the staff of Radiant Mfg. Corp., Chicago, as marketing manager to handle promotion of the company's projection screens. Mr. Pilchen, who also is in charge of Radiant's publicity and public relations programs, previously was associated with Helene Curtis Industries, Chicago.

Robinson to Luncheon Is Served

Mrs. Rene Robinson has joined Luncheon Is Served as manager of the midwestern division, with headquarters in Chicago. Mrs. Robinson previously was a consultant to Fred A. Niles Productions, Chicago.

Ross & White Names Hanson

Ross & White Co., Chicago, manufacturer of railroad sand handling and washing equipment, has appointed Hanson & Stevens, Chicago, as its agency. The company previously was a direct advertiser.

General Foods Calls Dogs—93 of Them—Good TV Performers

(Picture on Page 36)

New York, Dec. 30—What do you do to get attention for a new dog food commercial?

General Foods, which is introducing a new Gaines Meal on Jan. 8, and Benton & Bowles collected a cast of 93 canines and shot ten seconds' worth of tv film.

And according to Nicholas Demarco, the agency producer, who drew what sounded like a nightmare assignment, they figured this was pretty good timing since the original shooting schedule had set aside two full days for the job of getting 93 German shepherds, standard and miniature poodles, English springer spaniels, Doberman pinschers, beagles, dachshunds, miniature schnauzers, collies, Norwich terriers and great danes to pose on the same platform.

How did they manage the feat? The General Foods trainers at the research kennels at Kankakee, Ill., Mr. Demarco reported, are adept at handling the dogs. They know which breeds don't mind juxtaposition with which other breeds. "And," the producer added, "we put the males next to the females to help keep them calm."

■ The 93 Gaines stars, who don't get any talent fee since they are owned by General Foods, will be used in ID's that are running in more than 100 markets and as lead-ins to the minute and 30-second network tv commercials on various GF shows. The new meal nuggets that are supposed to taste and smell like real beef—to the dogs—also will be pushed in ads in *Parade*, *This Week*, independent supplements and in outdoor, breed and veterinary publications.

The dogs share the spotlight with announcer Bob Dixon, who comes in to make the pitch for the product and to feed a couple of dogs in closeups. The canine crowd sequence took less shooting time than the rest of the commercials, which required a day and a half. This is not to say that man is slower than the dog, since Mr. Dixon fills most of the time in the commercials, which cost General Foods about $10,000. #

Freedman Joins Miami Agency

Morty Freedman, former columnist and reporter for the *Miami Herald*, has been named president of Inter-American Advertising, Miami advertising and public relations company. At the same time, the agency announced that it had been named to handle all advertising and pr for T.A.N. Airlines of Honduras.

OF THE SEVEN MAJOR SOUTHERN METROPOLITAN AREA MARKETS*

MEMPHIS IS . . .

2nd**

IN RETAIL SALES PER HOUSEHOLD

1.	Dallas	$5,270
2.	**MEMPHIS**	**4,715**
3.	Atlanta	4,688
4.	Houston	4,172
5.	Louisville	4,065
6.	Birmingham	3,748
7.	New Orleans	3,745

"To Sell the SOUTH . . . You Must Sell MEMPHIS"

* Areas in the 500,000 to 1,000,000 population group.
** S.R.D.S. October 15, 1958

THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS

TESTING 1 ONE•SIX•TWO

Johnson & Johnson First Aid Cream Antiseptic was tested in the Portland, Maine market, the ideal test city.

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

* source Sales Management

represented by the Julius Mathews Special Agency, Inc.

WINNERS—*The Sizzl-Spray barbecue sauce can (center foreground) received the Grand Award as the most attractively designed package entered in the 1958 aerosol packaging contest sponsored by the Chemical Specialties Manufacturers Assn. Top winners in the 11 categories (including Sizzl-Spray) are also shown.*

Edward Noble, 76, Life Savers Creator, Entrepreneur, Dies

GREENWICH, CONN., Dec. 30—Edward J. Noble, 76, board chairman of Beech-Nut Life Savers Inc., and chairman of the finance committee of American Broadcasting-Paramount Theaters, died yesterday at his home here after a long illness.

Edward J. Noble

Born in Gouverneur, N. Y., Mr. Noble, after finishing high school, struck out for Colorado, where he worked in a steel mill. But after a few months, he returned home, attended Syracuse University for a time and then transferred to Yale, where he operated an eating house for fellow students to help pay his way through college. He was graduated in 1905, with more money than he had when he arrived in New Haven.

After working as a salesman on the West Coast for a time, he returned to New York and took a job selling car card space for the old Ward & Gow agency. In 1913 Mr. Noble called on Clarence A. Crane, a Cleveland candy manufacturer who, the year before, had introduced little rolls of mints, with holes punched through the middle. After discussing the product Mr. Crane said the ad salesman could have the product for $2,900.

■ Mr. Noble formed Mint Products Co. in New York with a working capital of $900. But he couldn't get the product off the ground, until he renamed it Life Savers and devised a flavor-tight, easy-to-open foil wrapping.

During World War I, Mr. Noble left his prospering business in the hands of his brother, Albert P. Noble (now vice-chairman of Beech-Nut Life Savers), and went into the army as a major of ordnance.

In 1929 Life Savers Corp. was taken into a holding company called Drug Inc., which also controlled such products as Castoria, Vick's Vaporub and Sal Hepatica. When the holding company was dissolved in 1933, ADVERTISING AGE reported (AA, March 10, '47), Life Savers Corp. was virtually unchanged, save for two acquisitions —Pine Bros., Philadelphia cough drop maker, and Beech-Nut Co. of Canada, a former subsidiary of U. S. Beech-Nut.

In 1938 Mr. Noble resigned his corporate positions and accepted appointment as chairman of the Civil Aeronautics Authority (he owned a plane and had flown it for several years). A Republican, he won the praise of the Roosevelt administration for his CAA work, and the following year moved up to become Under Secretary in the Department of Commerce.

He had decided, meantime, to get into newspaper publishing and tried unsuccessfully to buy newspapers in Syracuse and Miami. Turning his attention to radio, he bought WMCA, New York, for $850,000 in 1941.

■ His chance to move into bigtime radio came two years later, when Radio Corp. of America was forced by the government to sell one of the NBC networks. In August, 1943, Mr. Noble bought the Blue network, which he renamed American Broadcasting Co. He paid $8,000,000 for the network, half with his own funds and half with money borrowed from three New York banks.

According to FCC's rule against multiple ownership, Mr. Noble was compelled to dispose of WMCA, because he had also acquired WJZ with the Blue network.

In 1953, American Broadcasting and Paramount Theaters completed a merger, forming a corporation with combined assets estimated at $115,000,000, including 600 theaters in 297 cities; five tv stations; six am and six fm radio stations, along with 355 radio affiliates and 81 tv affiliates.

In 1956 Life Savers was merged with Beech-Nut Packing Co. and chalked up consolidated gross sales of $122,000,000.

■ Mr. Noble founded the Edward John Noble Foundation in 1940, a charitable organization that has made substantial contributions to the furtherance of education. He was also chairman and founder of North Country Hospitals, which operates hospitals in several cities in northern New York state. He was a former member of the industrial advisory committee of the Federal Reserve Board of New York, and a member of numerous clubs and organizations.

ROY R. CONNER

GLEN ROCK, N.J., Dec. 30—Roy R. Conner, 39, veterinary drug marketing manager of Schering Corp., Bloomfield, N. J., pharmaceutical manufacturer, died at his home here Dec. 21.

He was veterinary sales supervisor of Pitman-Moore Co., Indianapolis pharmaceutical house, prior to joining Schering in 1954 to set up and manage Schering's veterinary marketing department.

In addition to being president of the American Veterinary Exhibitors' Assn., he was also a member of the American Animal Health Pharmaceutical Assn. and the New York Sales Executives Club.

RICHARD A. BROWN

BRIDGEPORT, Dec. 30—Richard A. Brown, 46, a specialist in marketing, promotion and research in the accessory equipment department at the Bridgeport plant of General Electric Co., died Dec. 19 in Bridgeport Hospital of a heart attack. Mr. Brown joined GE in 1931.

RALPH C. NAJARIAN

MONTCLAIR, N. J., Dec. 30—Ralph C. Najarian, 44, advertising plans advisor of Schering Corp., Bloomfield, N. J., pharmaceutical manufacturer, died suddenly at his home here Dec. 23.

He joined Schering Corp. in 1941 as professional sales representative in the Detroit area and in 1948 was named hospital supervisor for Schering's central division. He became district supervisor in 1950.

■ In 1952 Mr. Najarian was named assistant ad manager and became ad manager in 1955. Since June, '58, he had been advertising plans advisor.

He was a member of the Pharmaceutical Advertising Club, Hospital Pharmacists Assn., American Pharmaceutical Assn. and the Medical Exhibitors Assn. #

Two Join 'Sports Illustrated'

John N. Krentzlin, formerly with *Argosy*, and James R. Carden, formerly with *Progressive Farmer*, have joined the New York advertising sales staff of *Sports Illustrated*.

The Bull Pen ROOM
Announcing . . . the New BULL PEN ROOM
• The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.
•
We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.
• Rooms for Private Parties
• specialize in dinners
465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N. Y.

Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's *buying market*, the 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for { *Winston-Salem* *Greensboro* *High Point*

Call Headley-Reed

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
FRanklin 6-6175

Douglas Opens Branch

Douglas Advertising Agency, Rapid City, S.D., has opened a branch office in Great Falls, Montana, at Room 418, Ford Bldg. Larry D. Stanley, account executive, will be in charge of client servicing in the agency's new office.

Y&R Adds Ethyl Corp. Ltd.

Ethyl Corp. of Canada Ltd. has named Young & Rubicam, Toronto, to handle its advertising. The account was formerly with Stanfield, Johnson & Hill.

If You're In Electronics, Communications Or Photographic Equipment Manufacture

Uncle Sam needs YOU!

Electronic purchases by the military have reached a whopping $3.9 billion. Smaller producers of electronic speciality items are in a stronger position for they deal more and more directly with the prime contractor. Uncle Sam is issuing more direct contracts and is broadening his base of suppliers in the electronics field.

10,000 primary defense buyers and subcontractors need the facts about the electronics, communications and photographic gear you sell. They read SIGNAL, the official publication of the Armed Forces Communications and Electronics Association. You have 12 opportunities a year to sell them in SIGNAL. Get the low page rates and the details from:

SIGNAL

AFCEA OFFICIAL JOURNAL OF AFCEA

Wm. C. Copp & Associates

72 West 45th St., New York 36, N. Y.

Foster Skippers His Canadian Agency Into Posh $7,250,000 Billing Berth

Ex-Speed Boater Finds Sports Events Interests Help Him Aid Clients

TORONTO, Dec. 30—Launched as an agency in 1944 by a former speed-boat racer, Foster Advertising Ltd. is making a big splash in Canada's sea of advertising.

Founder Harry E. (Red) Foster is still piloting the craft, and has maneuvered it from annual billings of $400,000 to an estimated $7,250,000. His company retains the five accounts with which it qualified for national recognition.

Harry E. Foster

Operating through offices in Toronto (headquarters), and in Montreal and Ottawa, and through associates in Halifax, Winnipeg, Calgary, Edmonton and Vancouver, Foster handles the accounts of 70 different companies. The largest account runs into a million dollars a year, the smallest about $20,000.

■ The business is well diversified—consumer products, financial, government services, mass attractions, technical and industrial goods. The agency has about 30 industrial accounts.

The Foster list of clients includes several important names in Canadian business: Colgate-Palmolive Ltd.; O'Keefe Brewing Co. Ltd.; B. F. Goodrich Canada Ltd.; Fruehauf Trailer Co. of Canada Ltd.; Hydro-Electric Power Commission of Ontario; Walter M. Lowney Co. Ltd.; Prudential Insurance Co. of America; Northern Electric Co. Ltd.; and Sylvania Electric (Canada) Ltd. The last-named was one of the six new accounts which came into the shop in 1958. The other five included Trane Co. of Canada Ltd.; White Motor Co. of Canada Ltd., and the Ontario Jockey Club.

■ One of Foster's clients is the *Toronto Telegram* but this did not prevent this city's other evening paper, the *Daily Star*, from inviting Red Foster to act as a judge in its annual athlete-of-the-year award. Foster helped to select as the 1958 winner one Maurice (The Rocket) Richard, a hockey player of much skill and many scars. Mr. Foster himself was a hockey player 30 years ago, this being one of the sports interests to which he owes his entry into the advertising business.

Foster Advertising's billings have doubled in four years, thus necessitating the addition of another story to the company's building in North Toronto, hiring more staff and expanding client-service facilities. Erected in 1951, the Foster building was the first designed in Canada for the exclusive use of an advertising agency. The recent 50% increase in size allows for housing under one roof the agency and its subsidiary operations. These include Continental Public Relations and International Productions Ltd. The latter's radio, television and film-production facilities remain in a 2,500 sq. ft., sound-proof structure at the rear of the agency building.

■ Of the agency's total staff of 120 people, the Toronto building now houses 92 while 25 are in the Montreal office and three in the Ottawa branch.

Besides International Productions, Foster Advertising has subsidiaries which design and produce exhibition booths and outdoor product displays. Anything in the nature of catering to crowds through radio, tv, fairs and mass events is old hat to the Foster shop. Red Foster operated from 1929 to 1944 in the tough field of commercial radio, athletic-events programs and spectacles.

■ An all-round athlete at Ridley College in St. Catharines, Ont., Mr. Foster's interest in sports led him in the late 1920s into a career as a pioneer sportscaster. He was one of the first to broadcast play-by-play accounts of hockey, football, lacrosse, wrestling and six-day bicycle and speed-boat races.

As a related effort, he handled the program advertising for many of these events and thus learned how printed pieces were designed and put together.

This was often done under stress of printing and financial deadlines. Mr. Foster recalls that more than once the printer accompanied him to the athletic event and took his due off the top as the program vendors made their returns. Foster gradually developed a line of bank credit.

■ Precipitating his entry into advertising proper was the 1931 move of Toronto athletic-events headquarters from the old Mutual St. Arena to the posh new Maple Leaf Gardens. Mr. Foster had held some broadcasting privileges in the old Arena but the Gardens broadcasting rights were recognized for their commercial possibilities and pre-empted by a closed group, which did not include Foster.

Reeling from this blow to the cash register, Mr. Foster adapted his broadcasting and program-publishing experience to product promotion via capitalizing on the sports interests of the younger fry. He promoted the Crown Brand Sports Club (membership requirement—one label from a can of Crown Brand corn syrup) over the radio. He and orchestra leader Percy Faith churned up customers for milk by means of high school-talent radio programs for Acme Farmers Dairy.

■ All this and other radio promotions provided a grass-roots knowledge of moving goods through the new medium of mass communications. Foster's expansion in 1944 into a full-fledged advertising agency was a logical development of 15 years of sales promotion and broadcasting. He is probably the only advertising-agency man in Canada who formerly owned and operated his own fleet of sound trucks, standard equipment at many leading Ontario sports events for several years.

A product of a school of advertising which puts a premium on know-how and accomplishment, Mr. Foster has sought people for his agency who can get things done. To attract and retain them he has provided incentives of stock-participation plus the most advanced working conditions. The shop's office is of modern, functional design and is a pleasant and comfortable place in which to work.

■ The agency's growth is reflected in its recent appointment of a marketing director and its repatriation from the U.S. of a research chief. Marketing director (also a company director) is F. P. Kirby, former general manager of Saturday Night Press, a pioneer in the development of integrated sales promotions. Research director is Peter Fetherston, who spent the last eight years with Market Research Corp. of Chicago.

Besides Kirby and Fetherston, the agency's key group consists of:

R. B. Wakely, who joined Foster in 1947 as media director and is now a vp and director, and supervisor of account executives.

T. Denis Jotcham, vp and director, and who directs the Montreal operation.

D. W. Turnbull, vp and director, in charge of finance.

Sydney N. Lambert, who directs the associate company, Continental Public Relations.

Foster holds its help. With the agency since its inception in 1944 have been Evelyn Reeder, print-time buyer, and Mary Newton, radio-television buyer. Bill Orrett, an engineer at International Production, has been with Mr. Foster since his sound-truck days.

■ Red Foster's early experience in broadcasting and catering to crowds reflects in the agency's handling today of the advertising for the three largest mass attractions in Canada. These are the Canadian National Exhibition, the turnstiles of which click on 2,500,000 paid admissions per year; the Royal Winter Fair—a November day in the sun in the C.N.E. Coliseum for the farmers and the horsey set, and the Ontario Jockey Club, which operates three Ontario racing plants.

■ Because he was a veteran in radio, Mr. Foster was in on the ground floor of television. This resulted in his agency being chosen to handle the advertising of All-Canada Radio Facilities Ltd., an association of 50 stations. The Foster agency scored a "first" by producing telecasts for Canadians before the existence of tv sending stations in Canada. From a station in Buffalo, it telecast to those Canadians who had receiving sets, thereby initiating the trend for plugging Canadian products to Canadian viewers from border stations in the U.S.

Foster is a member of the 17-agency Continental Advertising Agency Network, covering 26 market areas, for the purpose of exchanging information. It finds this connection valuable in implementing its plans. #

Lindsey Replaces Youngberg on 'Daily News' Promotion

David A. Lindsey has been named promotion director of the *Chicago Daily News*. He formerly was promotion manager of the *Post-Crescent*, Appleton, Wis.

David A. Lindsey

Mr. Lindsey replaces Arthur C. Youngberg Jr., who resigned to become president of Youngberg-Carlson Co., Chicago insurance company. Robert S. Harms, of the *Daily News* promotion staff, has been named assistant promotion director.

FC&B Boosts Minton

Stuart Minton, who has been attached to the Foote, Cone & Belding national broadcasting office in Hollywood for the past year, has been named manager of broadcasting activities for the Los Angeles and San Francisco offices. He will headquarter in Hollywood.

Weber Names Stoetzel

Weber Addressing Machine Co., Mount Prospect, Ill., has reappointed Stoetzel & Associates, Chicago, to handle its advertising. Stoetzel handled the Weber account for five years before it moved to Waldie & Briggs, Chicago, in February, 1958.

Bean to Warwick & Legler

Richard Bean, formerly associate media director of McCann-Erickson, has joined Warwick & Legler, New York, as vp and media director, succeeding H. H. Doberteen, who left the agency on Jan. 1.

JUST TAKE A CARD

...any card

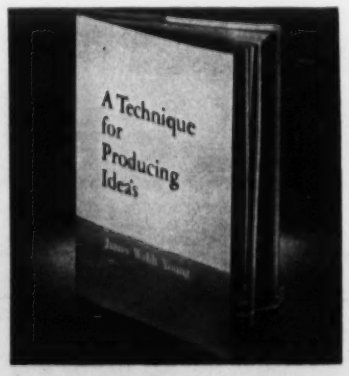
Each card represents one of *Farm Store Merchandising's* readers—tabulated information on the kinds of goods he sells to his share of the $22 billion agricultural industry. Want to know more about him?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

FREE

DETAILED INFORMATION ON MERCHANDISING AVAILABLE FOR GROCERY OR DRUG PRODUCTS IN NY NEGRO MKT.

Station WWRL
Woodside 77,
New York City

Seven Men Named to New Top D-F-S Exec Committee

(*Continued from Page* 1)

formerly vp; F. Sewall Gardner, exec vp in charge of the Chicago office, who continues in the Midwest; Sidney J. Hamilton, Gordon H. Johnson and George G. Tormey, all formerly vps.

■ Members of the pivotal executive committee, presided over by Lyndon Brown, include Messrs. Fitzgerald, Birch, Hamilton, Johnson, Leighty and Tormey.

The change, according to Mr. Fitzgerald, was made so that the agency's work "can benefit from the combined abilities and experiences of men who have been contributing to executive thinking at the agency for many years." He said the average length of service at D-F-S by these seven men is 16 years.

Other appointments at the agency were Harold J. McCormick, Chester A. Stover and Clyde E. Rapp, as vps. Mr. Rapp is in charge of the D-F-S branch in Dayton, which services the Frigidaire account. Mr. McCormick and Mr. Stover are in New York.

■ "All these moves," said Mr. Fitzgerald, "are part of a plan

Lyndon O. Brown

C. L. Fitzgerald

made several years ago by Mr. Dancer and me, and they come into effect now partly because of Mr. Dancer's death." Mr. Dancer, 60, suffered a heart attack while on vacation in Antigua in the West Indies and died Nov. 21.

Announcement of the changes included the fact that Mr. Dancer's stock in D-F-S was "being retired by the firm," a move that leaves 26 stockholders.

The agency, which reported billings of $73,000,000 in 1957—a gain of $12,000,000 over its 1956 figure—last spring gained the $6,000,000 Frigidaire account (out of the Kudner agency). In June it added the $1,500,000 Borden's Starlac business (switched from Young & Rubicam). Dancer also picked up Swift & Co.'s Pard dog food, Swift'ning and Jewel shortenings and salad oil—all resigned in February, 1958, by J. Walter Thompson Co. The Swift products were reported billing about $1,500,000. It lost Ekco Products and Congoleum-Nairn last spring. The two losses represented over $1,000,000.

■ Sole survivor in the corporate name of Dancer-Fitzgerald-Sample, Clifford Llewelyn Fitzgerald, was born in St. Louis in 1903. After Dartmouth he became an advertising writer in 1924, and in 1927 he founded the Fitzgerald Advertising Agency, which is still operating in New Orleans. He founded D-F-S with Mr. Dancer and J. G. Sample in late 1943, taking over the Chicago and New York offices of Blackett-Sample-Hummert. The new agency billed $23,000,000 in its first full year. Today, billings are about $81,000,000.

John Glen Sample retired from D-F-S in 1948. He lives in Naples, Fla. #

Becker Boone
Terwilliger Brophy Quinn

HERE'S HOW—*Thomas D'Arcy Brophy, retired board chairman of Kenyon & Eckhardt, discusses careers in the ad business with students Frances Terwilliger, Patricia Quinn, Donald C. Becker and Daniel A. Boone, all officers of Gamma Alpha Chi ad society at Michigan State University.*

Electric Shaver Makers Drop Trade-in Policies as Price Confusion Grows

(*Continued from Page* 1)

between $5 and $7.50, depending on the model bought.

In September, the company said it would take back old shaver models for full credit at the original price when dealers ordered one man's and one woman's model in exchange. Then, it discontinued trade-ins on the Lady Schick.

And now it's dropping the whole trade-in procedure.

■ What has happened to the trade-in system?

There is fairly general agreement that the original purpose of trade-ins has been aborted. "The trade-in no longer serves the purpose for which it was intended," a top Schick executive commented this week. Instead of inducing a man to keep up to date by trading in his old model for the latest design, the trade-in has become little more than a price football device.

One notable example was a newspaper ad placed by the Masters discount chain last year for Remington electric shavers with a quoted "list price $29.50." The ad went on to feature a $10.97 purchase price "with trade-in of one standard brand electric shaver" and a $15.47 price "without a trade-in." "Standard brand," the ad explained in a footnote, meant either a "Remington, Sunbeam, Schick, Norelco or Ronson."

■ Retailers generally have been offering comsumers about $5 as a trade-in allowance. In return, they've been getting an average of $2-$3 from the shaver manufacturer. Their profits on shaver sales have ranged from about 38% or more when they got a full markup to as low as 5% among the big volume price jugglers. Particularly in the big cities with discount operations, it is often possible to buy a shaver sans trade-in at one store for less than the trade-in price in another. And many outlets with "trade-in" prices will easily oblige without a physical trade-in.

■ Some retailers have been known to accept shavers as trade-in allowances for any other appliances.

While profit margins tighten, the shaver buying public has benefited generally. Shaver sales have been fairly steady for the past three years although probably below their 1956 peak. But the business seems destined for a thorough marketing overhaul in the months ahead. #

White Coat Ban Begins

WASHINGTON, Dec. 31—National Assn. of Broadcasters issued a reminder today that its ban on simulated doctors, nurses and dentists in tv commercials goes into effect tomorrow.

Under code provisions adopted in June, doctors, nurses and dentists recommending medical or dental products in "white coat" ads must be accredited members of their respective professions. #

Put on Your Chaps, Chaps; 2 More TV Westerns Are Due

NEW YORK, Dec. 31—People who think television already has too many westerns had better brace themselves; two more horse operas are about to gallop into the tv picture.

Coming soon on CBS-TV is "Rawhide," an hour western film that originally was to have started last fall but was somehow crowded out of the schedule. This Charles Marquis Warren-produced series will be seen Fridays at 8 p.m., EST, starting Jan. 9. The program will take over the time spot now occupied by Jackie Gleason, who is giving up his weekly series for tv specials, and by "Trackdown," which will move to Wednesdays at 8:30 p.m., EST. The Wednesday night hour "Pursuit" dramas will go off the air.

■ Mr. Gleason's sponsors, Lever Bros. and Pharmaceuticals, will present portions of "Rawhide" and there will be an availability for at least one other advertiser on that telecast.

The other new western, "Black Saddle," is heading for NBC under the sponsorship of Liggett & Myers, which has fit reason for liking cowboys after its experience with the popular "Gunsmoke" films. "Black Saddle" comes in for Oasis cigarets as a part of Liggett & Myers' re-shuffled lineup.

The westerns have been doing so well in the top ten ratings lately that nobody will be surprised to find even more new cowboys riding tv ranges soon. #

Account Shifts Bunch in Switch-Prone Fields

(*Continued from Page* 1)

now account for 69% or more of the business.

In the dog food business, there was a flurry of account changes: Quaker Oats (Ken-L-Ration) went to J. Walter Thompson from Needham, Louis & Brorby; Swift (Pard) went from Thompson to Dancer-Fitzgerald-Sample; Rival from McCann-Erickson to Guild, Bascom & Bonfigli; and Morrell (Red Heart) from Campbell-Mithun to an agency not yet named.

■ The automobile business account changes were memorable. They began when Buick yanked its account out of Kudner. Then Buick gave the account to McCann-Erickson which resigned Chrysler institutional and the Chrysler and Imperial lines to take it. Chrysler and Imperial wound up at Young & Rubicam, which had had Lincoln. Lincoln wound up at Kenyon & Eckhardt. Leo Burnett Co. got Chrysler institutional and export. K&E got Edsel, and Foote, Cone & Belding got Lincoln and Continental. Studebaker-Packard, after a change in ownership, moved from Burke Dowling Adams Inc. to D'Arcy Advertising Co.

■ The cosmetics field was as jumpy as ever: Revlon—sometimes regarded as New York's least stable advertiser—was on the move again, shuffling its brands among its present agencies; Chesebrough Pond's shuffled Prince Matchabelli, Seaforth, Pond's Angel Skin and Vaseline petroleum jelly; Colgate moved its Cashmere Bouquet and Halo and Vel beauty bar; Max Factor shifted much of its line to two new agencies; Lanolin Plus moved; Lanvin, Lehn & Fink (Tussy) and Lucky Tiger moved; Mennen Co. moved its men's cosmetic line; Northam Warren shifted, as did Warner-Lambert.

It was a Madison Ave. joke: "Once upon a time there was a cosmetics manufacturer, and he wanted a new agency—but I repeat myself." The always volatile cosmetics and toiletry business was gradually earning the reputation of being the gypsy camp of the advertising business.

■ After the nature of the business came a number of secondary factors:

• **1.** The trend to diversification and the growth of the omnibus company. The number of companies which have acquired other companies has forced a number of account changes, since line conflicts at agency levels have forced agencies to decide which advertiser's products they would keep.

• **2.** The slump in sales produced reappraisals of agency relationships.

• **3.** The insistence of some agencies on assumption of wider marketing responsibilities left them as primary targets of the sales department when sales dipped.

• **4.** Clients were increasingly critical of the lack of sparkling creative work among their agencies, and 1958 was a year of reassessment and replacement.

"We just got rid of that agency, too," wrote an exec vp of a cosmetic manufacturer to ADVERTISING AGE regarding his 1956 agency selection. "We changed because we were not satisfied with the creative thinking."

• **5.** The advertiser is considerably more firmly planted in the driver's seat. After all the pious platitudes about "partnership" between advertiser and agency have worn out their hollow echoes in convention halls, the consent decrees in the advertising business have left a tremendous residue of power in the hands of the advertiser, and some are exercising that power to an unprecedented degree.

■ As a rule, reports of deals and unusual financial arangements are mostly conversation. But there's been some straight, tough talk about it lately.

An advertising director of a major omnibus company summed it up to an AA reporter at the ANA meeting in the Homestead in November: "We'll keep on switching agencies until we get the deal we want. We can better ourselves on every change. And this business about all the creative talent the agencies have is nonsense. We have the same kind of talent available in our own departments—and it's a lot cheaper."

Talking to a Proprietary Assn. forum in mid-December, H. W. Grathwohl, vp and advertising director of Noxema Chemical Co., spelled it out—"If you're interested in kickbacks, you'll get them." Also, if you can't pay for collateral services, "do without them or use that extra amount of initiative or guile that's necessary to get them."

• **6.** The evidence seems to be that picking an agency is still something of an unknown management skill. Also, that once having been accustomed to an agency's operation, it is fairly difficult to adapt to a new one. In the list of multiple account changes on Page 29 it is interesting to note that five of the 25 accounts reported were originally Biow Co. accounts, and that this sizable proportion of Biow's former billing was unhappy enough to make a second agency choice within two years after leaving the Biow agency.

• **7.** Finally—and sometimes it's lost in the welter of the account change merry-go-round—the agency-client relationship was never a model of stability. A study quoted by John Orr Young several years ago placed the average length of an account's stay on agency rolls at two and one-half years.

■ The biggest account switch in the fourth quarter of 1958 was the Kenyon & Eckhardt and Foote, Cone & Belding exchange of Ford Motor Co. assignments.

In that final quarter of the year, the liquid spirits business found a distillery, a winery and a brewery switching agencies: Glenmore Distillers Co. took its Yellowstone bourbon, King's Ransom and House of Lords scotch to D'Arcy Advertising Co. from Compton Advertising (estimated billings, $1,200,000); Schenley Industries moved its CVA Corp. (Cresta Blanca and Roma wines), billing about $1,500,000 to Norman, Craig & Kummel from Foote, Cone & Belding, and G. Heileman Brewing Co. moved its $1,000,000 account from Compton Advertising to McCann-Erickson.

Crane Co. moved its plumbing and heating account back to Buchen Co. from Leo Burnett Co. Curtiss Candy Co. named Clinton E. Frank Inc. to replace Wentzel, Wainwright, Poister & Poore; and General Baking Co. moved to Compton Advertising from BBDO. Hertz Corp. moved about $1,000,000 in billings from Campbell-Ewald to Needham, Louis & Brorby, and John Morrell removed its Red Heart dog food account from Campbell-Mithun but was still sans successor. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

Assistant Advertising Manager wanted by Fram Corporation, world's largest manufacturer of oil, air, fuel, and water filters, Providence 16, Rhode Island. Advancement depends on performance. The man we want must have creative and copy writing ability, combined with a broad knowledge of advertising, sales, production, and management. He must be a college graduate, under 40, aggressive, dependable, honest, and ambitious. All inquiries strictly confidential. Send complete resume to Director of Personnel.

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 202 S. State St., Chicago 4

Copywriter—Man needed can write radio, TV, print copy, has a creative flair with plenty of sell. He must want to come to sunny Texas where the climate, growing economy, friendly people and agency job opportunity hold promise for the future. He should be young enough to want less than a large beginning salary, yet experienced enough to begin pulling his weight from the beginning.
Box 2108, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Top skills secretary wanted by industrial publisher. Be able to supervise; between 25-35 years. Chicago location. Top salary & profit sharing.
Box 2109, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

PRODUCTION MANAGER for small midtown publisher and producer of distinguished and unusual illustrated books. Good experience in color work and visual presentation needed. State experience, present and expected salary. Strictest confidence guaranteed.
Box 2112, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

HELP WANTED

I NEED ADVER. HELP in handling door-to-door salesmen. Only part of your spare time checking my material. Fee basis. Write Rm 1301, Flatiron Bldg, NYC 10.

MOLENE
Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

POINT OF SALE SPECIALIST
Opportunity for young man experienced in lithography and plastics display field in large national packaged goods company, to direct the procurement and production of point of sale materials. Send resume to
Box 2110, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIVISIONAL ADVERTISING MANAGER
Experienced in appliances, sporting goods, farm implements, hardware or hard goods of any kind. **At least 5 years agency or manufacturing experience.** This is a position of responsibility and trust, with an expanding and secure future. Write in fullest detail (do not send printed resume) giving references and telling us whether may be investigated. Salary open. **Write Del Wakeman, Thomas Industries, Inc. 410 South Third, Louisville 2, Kentucky.**

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

OPPORTUNITY FOR
YOUNG PROMOTION MAN
Major national brewing company has opening for young promotion man who is looking toward eventual high marketing executive position. Successful candidate will work on development of complete marketing programs. Should be familiar with all phases of marketing—sales, advertising, and promotion. Field sales experience desirable but not necessary. Send resume to
Box 2111, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

DO YOU NEED SEASONED AD MGR? Past eight years in top creative and administrative posts with one of nation's largest industrial advertisers. Have reached ceiling, want more opportunity with emphasis on creative aspects. Presently responsible for 7 figure budgets covering Network TV, consumer and trade pubs., direct mail, exhibits. Realistic salary based on potential. Seasoned but young at 43.
Box 2113, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED SPACE SALESMAN
Mature, aggressive. Qualified by successful experience and proven record—seeks connection with established technical or industrial magazine. Have covered eastern, southern and mid west areas. Presently employed.
Box 2114, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

ART—COPY—LAYOUT—IDEAS
. . . and reporting, editing, sales, Newspaper, agency exp. 32, family, sober. $10M.
Box 2121, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Agricultural A. E. or A. M. Available
Over 9 years experience with agricultural agency and manufacturer of agricultural products, also sales experience; Background in seed, feed, fertilizer and allied agricultural products. Prefer Chicago area, available immediately.
Box 2116, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP CIRCULATION SALESMAN
DESIRES MANAGEMENT POSITION
11 successful years of sales promotion of magazine subscriptions totalling over $1,000,000. Desires mgmt position on circulation staff of progressive magazine or trade paper. Anxious to grow with either new or old organization. Age 39
Box 2115, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SMART, young (25) Ivy Grad, diversified high-level ad experience, wants hardest job he can find in growing N.Y. agency.
Box 2117, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

HAVE AN EASIER NEW YEAR . . . with a creative asst. who can take the myriad of details off your hands. Age 26, Vet, degree in mktg., 6 yrs. exp. in layout, traffic, copy for major NYC agency.
Box 2118, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

ADV. SPACE SALESMAN: SOLID IN Food, Drug, Media, trade & cons. Account, agency contacts wide in East.
Box 2119, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

CONSUMER GOODS SALESMAN
Columbia MBA (marketing) June 1959: desires to sell packaged goods. Former Fuller Brushman, Newspaper Co-Chairman and officer.
Box 2120, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

OPPORTUNITY for exceptional sales reps with NEW trade magazine in CONSTRUCTION FIELD with qualified circulation. Openings in South, South West, Canada, Japan, S. America. Give complete particulars in letter.
Box 2122, ADVERTISING AGE
430 Lexington Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

—ATTENTION PUBLISHERS—
I can increase your advertising volume in Detroit, Pittsburgh & Ohio. This rep knows the formula for selling space. Let me tell you about it.
Box 2123, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

ASSOCIATE WANTED
With $5000 to take active part in profitable monthly publication. Call Los Angeles DU 8-0416 for appt.

ARTIST WANTED
Free lance artist, office for rent small ad agency. Exchange rent for art work. Send experience.
Box 2124, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART—PRODUCTION
Have attractive north Michigan Avenue space in small agency for free lance artist to apply against some art and production work. Phone WHitehall 3-3575. Chgo.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions. 1025 Lincoln Street, Denver 3, Colorado. Alpine 57093

"World's Handiest Type Book" helps you to give the pro touch to any printed use of words, fast. Free circular, suggestions. **Baird, 114 W. Kinzie, Chicago 10, WH 4-4347**

A REAL OPPORTUNITY
FOR EXPERIENCED PERSON
PRESENTLY CONTACTING
ADVERTISING AGENCIES
IN CHICAGO

Prefer individual with merchandising and public relations background. Send résumé via airmail, and interview will be arranged. Company representative interviewing in Chicago starting week of Jan. 12. Write Box 27 R 274, Advertising Age, 4041 Marlton Ave., Los Angeles 8, Calif.

PACKAGING and DISPLAY

- **DESIGN**
- **COORDINATION**
- **MERCHANDISING**

National advertiser of consumer products has an exceptional opportunity for a creative man strong in package design and administration, point-of-sale display, and printed promotional materials. The man we are looking for must have at least three years experience in packaging and display, and a good knowledge of industrial design and display merchandising, preferably of low cost packaged products. Excellent salary and advancement opportunity. Chicago location. All replies held confidential. Box 342, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

MEDIA DIRECTOR WANTED

An established 4A agency located in Chicago is looking for a young man to head up their media department. A knowledge of all types of media and of both consumer and trade advertising is essential. Even more important is the ability to develop creative media programs, to write and give presentations, and to manage a sizable department. An opportunity for a young man to assume real responsibility. Under 35 preferred. Salary commensurate with your experience.

Reply Box 329, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT

If you're a self-starting writer, with industrial experience, and some experience or potential as a contact man, as well, there may be a spot open for you in this 4-A Midwestern agency.

You would write copy and serve as contact man for national accounts that are primarily industrial. This will be a real challenge to the right man.

Write details of your experience, and salary expected—samples can come later. Our people know of this ad. Box 334, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING ACCOUNT EXECUTIVE

One of New England's largest advertising agencies wants a man who is alert, seasoned, and thoroughly experienced in merchandising. He should know sales promotion techniques as well as trade and consumer advertising. He should be a man who can generate fresh ideas, participate in over-all planning, and have the down-to-earth practicality that gets things done. Perhaps he is now an advertising manager at the retail or manufacturing level, or an agency account executive. To such a man we offer the opportunity of growth and the stimulation of a creative, hard-working group of people.

All replies in strict confidence. Write Box 341, ADVERTISING AGE, 480 Lexington Ave., New York 17, N. Y.

PUBLICATION, BOOK and CATALOG PRINTING

We have excellent facilities for producing saddle-stitched publications up to 9" x 12" and up to approximately 80 pages, in quantities of about 5,000 to 20,000, one color or more. Good mailing facilities. We are an old established firm with 35 years of publication, book and catalog printing experience, located 275 miles west of Chicago. Overnight mail and freight service. Good workmanship at fair prices. Why not investigate? Box 298, Waverly, Iowa.

Wanted
Adv. Agency Account Executive

Preferably an advertising manager who is now directing and supervising an advertising department and who has previously done or is now doing some creative writing and planning. Write us in confidence giving previous experience, age, education, salary expected, photo. Box 338, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

TOP-NOTCH ARTIST

art director, studio mgr. calibre —now free lancing—available for studios, agencies, mfrs. direct, to service well planned jobs from idea to finish . . . from layout to type spec. . . . for ads; catalogs; booklets; promotion pieces; p.o.p.; posters. Surprisingly modest fees! Box 344, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

SALES Promotion MERCHANDISING

If you are under 30, have college and military service completed and have 2 to 4 years in food or allied products merchandising, we want to talk with you. We're looking for a creative and ambitious man or woman able to do rough roughs on point-of-sale programs, sales bulletins, and dealer helps. Here's a genuine opportunity to settle down and build a career with a $150,000,000 Southern California food manufacturer. Tell us about yourself; job and salary history, your goals and satisfactions. Our people know of this ad.

Box 27 R 277,
Advertising Age,
4041 Marlton Ave.,
Los Angeles 8, Calif.

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

IF ADVERTISING IS YOUR BUSINESS
PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

AGRICULTURAL ADVERTISERS SERVICE

We offer counsel, plan and copy preparation to the advertiser or agency not staffed to provide this specialized, expert service. We also operate a large experimental livestock farm, available to our clients. If we can assist you, telephone or write us.

The Lyle T. Johnston Company
Stewartstown, Pennsylvania, phone 131 R 2

Bold, Fresh-Thinking Creative Director

No stereotyped thinking wanted! This job requires real creativity, and the ability to come up with dynamic campaign strategies.

As creative director, you will have full responsibility for copy, art and TV creative departments for the Mid-West Division of a major, national 4-A's agency.

The man we want should be a strong writer himself, with the ability to train and develop staff. Specific experience in foods and package goods preferred.

Substantial starting salary.

Here is a challenging opportunity for a truly creative person.

Box 345, Advertising Age
200 East Illinois Street
Chicago 11, Illinois

WANTED: COPYWRITER FOR MAIL ORDER FIRM

The man or woman we are looking for possesses a basic understanding of mail order as well as retail copy principles and a knowledge of general merchandise; must be able to work well with others, respecting the judgment of one of the top women Copy Chiefs in the field; may not know all the answers but is eager to earn the title of Assistant Copy Chief and grow with a dynamic, highly respected, long established wholesale mail order house located in Chicago.

The candidate for this position should be able to fulfill these qualifications:

Good writer—must be able to pick out the important facts and weave them into interesting selling copy.

Capable editor—should be able to detect weaknesses in another writer's copy and have the ability to correct them.

Substitute supervisor—should be able to assume Copy Chief's full responsibility in an emergency.

Salary open. Write fully. All replies will be kept confidential.

Box 339, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

STEVEN A. BOX
ADVERTISING PERSONNEL
And Related Positions
1125 KIRBY BLDG. • DALLAS, TEXAS
Riverside 7-0842
Over 25 Years Experience in Advertising

ASSISTANT TO AD MANAGER

Rare opportunity for aggressive young man between 25 and 30, college trained with some experience in advertising. Will work on all phases, write copy, prepare layouts, handle production and assist ad manager. S. W. side plant. Write full details with a résumé and state salary.

Box 340
Advertising Age
200 East Illinois St.
Chicago 11, Illinois

Consumer Buying Power to Expand in Decade Ahead

(*Continued from Page* 2)
50,000,000 households, rural as well as urban, and single-person units as well as multiple-person groups. In its discussion of the 1970 prospects, the Commerce Department confined itself to multi-person non-farm families, a classification of about 40,000,000 units with incomes averaging well above the $6,130 national average for 1957.)

■ The experts caution that these figures should not be regarded as a forecast or a prediction. They regard them as representing "orders of magnitude" which can be expected under conditions of generally full employment based on the extension of past trends.

Originally these studies were prepared by the department's office of business economics for a forthcoming publication, "U. S. Income & Output." Details became available today, however, as part of a special compilation of economic reports which have been published by the Senate banking and currency committee in an effort to indicate the prospective demand for housing and home mortgage financing in the decade ahead.

The report traces the postwar gain in family income and finds important changes in income distribution compared with 1947 or 1929.

Between 1947 and 1957, it points out, family income for the entire nation rose from $185 billion to $328 billion at the same time average income for all—families as well as single consumers—went from $4,130 to $6,130 and the number of family groups and single consumers increased from 45,000,000 to 53,500,000.

■ In terms of 1957 dollars, the analysis found that there was an increase from 23,000,000 to 34,000,000 in the number of family groups with buying power of $4,000 or more. In addition, the number with $6,000 or more increased from 11,500,000 family groups (26% of the total) to 20,000,000 (38.5%), and the number with $10,000 or more from 3,500,000 to 6,000,000.

Similarly the report found that buying power was up at least 50% between 1929 and 1957 in terms of 1957 before-tax dollars, and at least 40% in terms of after-tax dollars. It estimated average family income in 1929 at $3,940 in 1957 dollars, compared with the $6,130 for similar family groups and independent individuals in '57.

If $4,000 to $10,000 is assumed to represent the middle bracket income family for marketing purposes, the study says, in 1957 the U. S. had approximately 28,000,000 consumer units in this range, with incomes amounting to $176 billion.

They accounted for half the total number of families, and half the income. In 1929, by contrast, only 8,000,000 families—20% of the total—were located in the corresponding brackets in the consumer scale, and their incomes in 1957 dollars totaled only $46 billion, or one-third of the total.

■ Looking into the 1960s, the survey estimates that average buying power of non-farm multiple-person families, in 1957 dollars, will increase by about one-third and total buying power of the non-farm multi-person groups by nearly two-thirds between 1956 and 1970.

With rural families and one-person urban households screened out, average income of the non-farm, multi-person groups considered in the discussion stood at $7,150 compared with the $6,110 estimate for all households for the nation as a whole in 1956.

The estimate assumes the number of non-farm multi-person family groups will increase from 38,400,000 in 1956 to 41,000,000 by 1960, and 44,000,000 by 1965. With the rate of family formation due to increase in the second half of the decade, the number of families covered by the analysis would reach 48,000,000 by 1970.

■ From $7,150 in 1956, average income for these families is expected to be at $7,600 by 1960 and $8,400 by 1965. It would jump to $9,300 by 1970. Total personal income for these families, which amounted to $274 billion in 1956, is estimated at $310 billion for 1960, and a $60,000,000 increase to $370 billion by 1965. An increase of another $85 billion is visualized in the succeeding five years, bringing total buying power to $445 billion (in 1957 dollars) by 1970.

One section of the analysis demonstrates how income taxes have been a factor tending to level out differences in income. Returns for the calendar year 1956, for example, showed that families with incomes under $6,000 had 37% of the income. After taxes, they had 45% of the spending power.

On the other hand, families with over $15,000 of pre-tax income had 17% of the national total, but after taxes their spending power represented only 12% of the national total. #

CIRC. PROM. MGR.
One of the largest publishers of trade and industrial magazines is looking for a circulation promotion manager for three of its leading merchandising publications, all ABC, and tops in their field. This man must have an unusual knack for writing exceptional sales letters in order to bring in new and renewal subscriptions, and be well acquainted with regular circulation procedure.
Excellent prospects for young man with ability to bring in dollars through the printed word.
Position immediately available. Write for interview, enclosing résumé of business experience, and salary requirements. Box 343, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

Our 47th Year
GROUP MEDIA SUPERVISOR, now such with major agency. Broadcast & print. Preferably under 40. A rising star. to $20M
PERSONNEL-CONTROLLER, adv. agency. Must have exper. procurement all types agency personnel. $12-13M
COPY-CONTACT, consumer. Print & broadcast. New Yorker. Young. $12M
COPY-CONTACT, indust. Midwest. 30's. Limited contact exper. OK. $9M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

LITHO SALES
Milwaukee Lithographer with reputation for fine color work, established over 50 years, is adding to its sales staff either on full time or part time basis. We have a creative design department to assist in developing accounts. Our new plant is on one floor equipped with four color and two color offset presses, platemaking, binding, typesetting and letterpress departments—all post war equipment.
Write: Arthur A. Wetzel, President
Wetzel Bros., 112 N. Broadway, Milwaukee 2

A.E. FOR MIAMI
Established, growing Miami agency needs A.E. with broad experience. Prefer background with smaller or middle-size agencies, for in our 15-man shop a fellow wears several hats.
Should know trade channels, merchandising, be able to formulate, present, and execute plans, have a good record of keeping clients happy.
The opportunity here is excellent and the climate wonderful. We suggest that you airmail us full details on your qualifications today.
Hume · Smith · Mickelberry Advertising
126 S.E. 2nd Street, Miami

ADVERTISING
We handle your employment problem confidentially and effectively.
ACCOUNT EXECUTIVE $18,000
Exp. on food and consumer accounts. Capable writer.
ACCOUNT EXECUTIVE $14,000
Solid chemical bkgd. Prefer agency copy—contact exp.
MARKETING MGR. $18,000
Top level Marketing experience in food and beer.
MARKET RESEARCH MGR. $12,000
Expd. Dir. of Industrial Sales analysis and market research.
COPY DIRECTOR $12,000
Capable Administrator who writes effective copy.
COPY WRITER $10,000
3 to 5 yrs. experience on industrial and appliance accts.
B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

HUGH W. FOSTER *has been named manager of marketing services in the sales department of Pullman-Standard Car Mfg. Co., Chicago. His successor as ad manager will be named in mid-January.*

Vassarette Rekindles Suffragette Fervor to Boost V-ette Bras

(*Continued from Page* 3)
dead shortly after it begins."

■ Ads and display pieces are based on the early 1900s suffragette movement for votes for women. Variations of the Gibson Girl are employed in some of the ads as well as in posters and life-size cutouts for window and point of sale displays. A reproduction of Page 1 of the *New York Tribune* for June 4, 1919 (the day after the woman suffrage amendment was adopted by the U.S. Senate), is used as the cover for the carton containing display and advertising material for stores.

The page carries a large photograph of marching suffragettes, and in the reproduction their banners have been retouched to carry ad lines: "Never Slips. . . Never Slides. . . Never Marks. . . Never Rides." The display material includes giant freedom movement ballots and blowups of the national kickoff ad which is a "Freedom Proclamation."

Store promotion plans include household appliances, sportswear and sporting goods, vacation accessories, easy-to-care-for fabrics and other items which can be tied in with the "freedom for women" theme.

Trade advertising, to appear in January, is scheduled for *Corset & Brassiere Magazine*, *Corset & Underwear Review*, *Stores* and *Women's Wear Daily*. Carson/Roberts, Los Angeles, handles the account. #

Grizzly Publishing Acquires 'Limelight News'

Grizzly Publishing Co., organized recently by Lou Thomann, formerly western editor of *Printers' Ink*, has acquired a second newspaper property at Big Bear Lake, Cal. Effective Jan. 5, the company will publish a semi-weekly with the newly acquired *Limelight News* having a Monday dateline and the *Grizzly* continuing as a Thursday morning newspaper. The *Limelight News* was previously published on Fridays by the Courier Enterprises of Colton, Cal.

Poster Boosts S.F. Travel

An award winning Bank of America poster designed by Nicolas Sidjakov and produced by Johnson & Lewis Advertising, San Francisco, will be used by the bank and the San Francisco Chamber of Commerce for world-wide distribution as a means of promoting travel to San Francisco. A total of 5,000 of the posters, a winner in the 10th annual Art Directors Exhibition of Advertising Art, have been adapted and especially reprinted for the promotion distribution.

Hoffman Names DeSousa

Hoffman Electronics Corp., Los Angeles, has named George W. DeSousa vp in charge of marketing for its semiconductor division. His responsibilities include sales, advertising, field engineering and new product selection. Before joining Hoffman, Mr. DeSousa was with General Electric Co. for 10 years, most recently as manager of GE original equipment receiving tube sales.

Huffer Joins Bob Wettstein

Rich Huffer has joined Bob Wettstein & Asscciates, Los Angeles, to represent the automotive category of Stanley Publications as well as the "Automobile Americana" section of *The Saturday Evening Post*. Mr. Huffer was formerly with the *Honolulu Star-Bulletin*, Street & Smith and Duncan A. Scott Co.

COLOR
Who prints the brightest colors in the world?
Your Screen Process Printer of course! Call him today.
Put Punch in Point-of-Purchase

Presenting- your message to over 158,000 marketing men and women for as low as $5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles, Calif.

Butter-Nut Coffee Appoints D'Arcy, Tatham-Laird

(Continued from Page 1)

tion will yield between $400,000 and $500,000.

In commenting on the agency switch, W. Clarke Swanson, president of Paxton & Gallagher, said: "While we are most grateful to the Buchanan-Thomas Advertising Co. and while we recognize the fine progress made under their creative guidance, we feel that our plans for the future call for a larger staff, more extensive promotional activity and increased research and marketing facilities. It was with these items in mind that we decided on Tatham-Laird and D'Arcy."

■ The agencies were chosen by a Paxton & Gallagher management board which included Clarke Swanson; his brother, Gilbert C. Swanson, board chairman; Thomas J. Prettyman, senior vp and director; Lester W. McBride, senior vp and general manager, and two newly appointed vps, Donald R. Keough, director of marketing, and John L. Coffey, sales manager.

Agencies that reportedly put on presentations, in addition to T-L, D'Arcy and Buchanan-Thomas, were Needham, Louis & Brorby, Keyes, Madden & Jones and Bozell & Jacobs.

Members of the T-L team included Arthur Tatham, board chairman; Ken Laird, president; George Bolas, media director; William Leary, assistant director of market research; Mimi Levin, a supervisor of creative research; Harry Kinzie, copy chief; Jerry Birn, a group creative director; Hugh Wells, copy supervisor; Michael O'Connor, merchandising director, and Charles Standen of the strategy plans staff.

The D'Arcy team which put on the presentation included Harry Chesley, president; Vern Eastman, vp and head of the Los Angeles office, and James Wilson, a vp and new business man in the agency's Chicago office.

■ The ax fell yesterday on Buchanan-Thomas when the agency was notified of the switch by means of a special delivery letter from Paxton & Gallagher. Buchanan-Thomas has handled Paxton & Gallagher advertising since 1924, and has been the only agency for the company until today.

The agency declined to comment on the loss of the account, but pointed out that Paxton & Gallagher has a new management. The Swanson brothers purchased the company last October (AA, Oct. 27). Although the account was the largest in the Buchanan-Thomas agency, an agency spokesman said the loss would not affect its operation, although its profit picture would be affected.

Butter-Nut coffee has strong distribution in ten states and some distribution in two or three other states, all west of Illinois and Wisconsin. Paxton & Gallagher does all regional advertising, market by market. The company this year successfully introduced Butter-Nut instant coffee.

■ Of the $1,500,000 it invested in advertising this year (1958), 52% of the budget went into tv, 34% in radio, 9% in newspapers, 2% in farm papers and the rest in miscellaneous media for Butter-Nut regular coffee. A total of 57% of the instant budget went into tv, 24% into radio, 15% into newspapers and the rest into miscellaneous media.

Butter-Nut has been a highly successful regional coffee brand; it is believed to be the fifth or sixth largest selling coffee in the U. S.

■ In discussing the company's newest moves with ADVERTISING AGE, Gilbert Swanson strongly denied an earlier report (*see story on Page* 18) that Butter-Nut would attain national and international distribution "at any time in the near future." He also denied a report that Paxton & Gallagher would open a West Coast roasting plant "in the near future" and other plants in the South and East.

"I think every company hopes to get national distribution for its products," Mr. Swanson told AA, "but to say that we hope for national distribution within the next year or two is completely erroneous."

In answer to a question from AA, Mr. Swanson said that no decision has been made as yet regarding the future of Stan Freberg with Butter-Nut advertising.

"We feel that Stan Freberg has done a good job for Butter-Nut, and there has been no talk of dropping his services," Mr. Swanson said. "A joint decision of the company and agencies will be made later about how we will use Mr. Freberg."

Just last month, the company apparently pulled out all the stops with Mr. Freberg when it broke a $75,000 newspaper and radio and tv spots campaign in Los Angeles featuring a Freberg creation, Homer K. Butter-Nut (AA, Dec. 8).

The Swansons, who apparently have retained the entire Paxton & Gallagher management, formerly owned C. A. Swanson & Sons, frozen foods manufacturer, which they sold to Campbell Soup Co. in 1955.

■ The appointment of Tatham-Laird reunites the agency and the Swanson brothers. The agency had a major portion of the C. A. Swanson & Sons account when the brothers owned the company. The agency has continued to handle Swanson frozen foods advertising since Campbell Soup assumed ownership of the company. #

Two Join Jobs Unlimited

Whitney Hartshorne, formerly vp and personnel director of Erwin Wasey, Ruthrauff & Ryan, has been appointed manager of the media and research placement division of Jobs Unlimited, New York, advertising placement agency. Mrs. Dorothy Wagner, formerly director of home furnishings advertising and promotion of American Rayon Institute, has joined the company as manager of the pr, editorial and promotion department.

WSIX Appoints Ruhle

Paul Louis Ruhle, formerly program and news director of WKYW, Louisville, has been named assistant manager of WSIX, Nashville.

Somewhere West of Laramie

SOMEWHERE west of Laramie there's a broncho-busting, steer-roping girl who knows what I'm talking about. She can tell what a sassy pony, that's a cross between greased lightning and the place where it hits, can do with eleven hundred pounds of steel and action when he's going high, wide and handsome.

The truth is—the Playboy was built for her.

Built for the lass whose face is brown with the sun when the day is done of revel and romp and race.

She loves the cross of the wild and the tame.

There's a savor of leaks about that car—of laughter and lilt and fight—a hint of old loves—and saddle and quiet. It's a brawny thing—yet a graceful thing for the sweep o' the Avenue.

Step into the Playboy when the hour grows dull with things gone dead and stale.

Then start for the land of real living with the spirit of the lass who rides, lean and rangy, into the red horizon of a Wyoming twilight.

JORDAN

JORDAN MOTOR CAR COMPANY, Inc., Cleveland, Ohio

PROTOTYPE—*Here is Edward S. Jordan's ad "Somewhere West of Laramie" which set the pattern for much subsequent automobile advertising.*

Edward Jordan, 76, Auto Maker, Author of Famous Ad, Dies

NEW YORK, Dec. 31—Edward S. Jordan, 76, president of the former Jordan Motor Car Co. from 1916 until 1931, when it was dissolved, died Dec. 29 in a local hospital after a long illness.

Mr. Jordan was credited with having composed one of the best-known ads of the 1920s. Headed "Somewhere West of Laramie," the advertisement pictured the joys of motoring at the wheel of a Jordan car. The ad's style and colorful language reportedly set the pattern for much modern automobile advertising.

■ Mr. Jordan told the story of the Jordan Playboy and his "Somewhere West of Laramie" ad in the Jan. 28, 1952, issue of ADVERTISING AGE. Having read a provocative piece by John P. Cunningham, exec vp of Cunningham & Walsh, in the preceding (Dec. 31) issue, Mr. Jordan took vigorous exception to Mr. Cunningham's contention that "the day of the blue sky copywriter is gone."

Mr. Jordan confessed that he "stole the name Playboy from Synge, the Irish playwright. You see," he wrote, "I'd been selling Ramblers and Jefferys for ten years according to the engineers' ideas of promotion—offset crank shafts, straight line drives, and ejector manifolds. Then Kettering perfected the Delco starting and lighting system. Now any woman could crank a car without breaking her arm. A brand new market had been created. So . . . we got together $300,000 and started for town" . . . and made a car "with everything that women want in a car. . . .

■ "Next," Mr. Jordan said, "I wrote one advertisement for *The Saturday Evening Post*. It went like this: 'We might as well tell it . . . the secret will soon be out . . . It's a wonderful companion for a wonderful girl and a wonderful boy. How did we happen to think of it? WHY . . . a girl who loves to swim and paddle and shoot described it to a boy who loves the roar of a cutout. So we built one just for the love of doing it . . . and stepped on it . . . AND . . . the chickens ran and the dogs barked. It's a shame to call the Playboy a roadster . . . so full is this brawny thing of the vigor of boyhood and morning'."

A deluge of letters from women all over America followed, Mr. Jordan said. He said that the Jordan made 1900% for the original stockholders and that he started liquidation in 1928 when "our statement showed 3½ in assets to 1 of liabilities . . . and we could see the depression looming up over the horizon. Thank the Lord we quit just in time. Our families have since been enjoying the trust funds which the Playboy earned."

■ Mr. Jordan was born in Merrill, Wis., and worked his way through the University of Wisconsin as a newspaper correspondent. After a brief period as a reporter on the *Milwaukee Journal*, he joined National Cash Register Co., Dayton, O., in 1906. A year later he started a nine-year affiliation with Thomas B. Jeffery Co., Kenosha, Wis., manufacturer of the Jeffery car. Mr. Jordan became successively manager of advertising and publicity, sales manager, general manager and secretary of the company.

In 1916 he raised $200,000 to start his own automobile company in Cleveland. The Jordan was known in the trade as an "assembled car." The company manufactured none of the parts. Mr. Jordan's theory was that a small sale of a high-priced car would be profitable. He realized for several years an annual profit of $750,000 by selling only 5,000 Jordans. The car became one of the first casualties of the Depression.

■ From 1935 to 1945 Mr. Jordan was a consultant to the McArthur Corp., manufacturer of military aircraft. Later he was a consultant to the McArthur Advertising Corp. here.

From 1950 until his death he wrote a column for *Automotive News*, called "Ned Jordan Speaks," and in it he reminisced about the automobile industry.

ROBERT P. HOLLIDAY

HOLLISTER, CAL., Jan. 1—Robert P. Holliday, 63, co-founder of West-Holliday Co. Inc., publishers' representative, died today of a heart attack. Mr. Holliday, who retired in 1952, founded the company in 1936 with Paul West. He moved to San Benito County, Cal., in 1939 and bought a small ranch. It since has grown into one of the largest California ranch holdings.

LYN A. WATSON

STRATFORD, CONN., Dec. 30—Lyn A. Watson, 45, partner of Watson-Manning Advertising here, died Christmas day of Hodgkin's disease at his home after a long illness.

Born in Brooklyn, Mr. Watson attended the Friends School, the Art Students League and Pratt Institute. In 1935 he joined the art department of Calkins & Holden, and a year later became a designer on the staff of Egmont Arens & Associates, New York industrial designer. From 1938 to 1944 Mr. Watson was on the designing staff of Dixie Cup Co., Easton, Pa. From 1945 to 1950 he was director of design at Watson-Guptill Co., New York. During the following two years Mr. Watson was a free-lance commercial artist and did work for a number of agencies in New York and New England.

In 1952, in association with Edward Manning, a printing salesman, Mr. Watson established Watson-Manning Advertising.

ALFRED B. GEIGER

CHICAGO, Dec. 30—Alfred B. Geiger, 67, president and general manager of W. F. Hall Printing Co., Chicago, died at Illinois Masonic Hospital here today.

He came to Chicago from New York in the early 1920s to direct the establishment of Chicago Rotoprint Co. Hall Printing bought Chicago Rotoprint in 1926.

In addition to his posts at Hall, Mr. Geiger was also board chairman of Art Color Printing Co., Dunellen, N.J.; board chairman of Central Typesetting & Electrotyping Co., Chicago, and president and general manager of Chicago Rotoprint. All three are Hall subsidiaries.

WILLIAM L. LAVICKA

CHICAGO, Jan. 2—William L. Lavicka, 45, vp and account executive on the National Presto Industries account at Donahue & Coe, Chicago, for the past two years, died Jan. 1 in his Batavia, Ill., home, apparently of a heart attack. Mr. Lavicka entered the advertising business via Lord & Thomas (now Foote, Cone & Belding) in 1934, and had worked for Ruthrauff & Ryan, Needham, Louis & Brorby, and as an assistant advertising manager of the Great Atlantic & Pacific Tea Co. He was scheduled to move into the Chicago offices of Keyes, Madden & Jones, which affiliated with Donahue & Coe, after the first of the year.

Rudin Joins 'Glamour'

Ira Rudin, formerly with Gilbert Advertising, has joined the ad sales staff of *Glamour*, New York.

Bywater Ross Stevens Webber Jones Dempster Adams

OPEN HOUSE—*At the dedication of Automotive News' new headquarters in Detroit were Richard L. Webber, business and ad manager of the trade pubication; George Bywater, George McDevitt Co.; John B. Ross, Sports Illustrated; Clark H. Stevens, Sawyer, Ferguson & Walker; Ernest A. Jones and Charles F. Adams, MacManus, John & Adams, and Alex Dempster, This Week Magazine.*

Aristocratic Club Found Guilty in Subscription Case

WASHINGTON, Jan. 2—Postal inspectors today credited the Central Registry of the Magazine Publishers Assn., and the Boston Better Business Bureau for cooperation which led this week to the conviction of five individuals on a 71-count mail fraud charge based on a large-scale magazine subscription sales operation.

The department said the group, which called itself the Aristocratic Reader's Club, had door-to-door solicitors working in 18 eastern, southern and midwestern states. In a six-month period it was reported to have swindled more than 6,000 persons out of $100,000.

Postal inspectors said members of the sales crews, often representing themselves as working under the auspices of the Veterans Administration or a disabled veterans organization, worked on the sympathy of the subscribers, who received nothing for their "paid-in-full subscriptions" to nationally circulated magazines and periodicals. Inspectors said they received complaints from many sections of the country.

■ While the sales were made on a door-to-door basis, the Post Office got jurisdiction after disappointed clients wrote the "club" for an explanation.

Convictions were obtained as a result of a jury trial in Boston, and sentencing has been tentatively set for Jan. 7. Persons involved are Richard E. Eden, Sharon, Mass.; William E. Richards, Bellingham, Wash.; Charles N. Christian, Wyandotte, Mich.; Donald V. James, Allentown, Pa., and Dallas Cosgove, Boston. #

White Sewing Machine Names Meldrum Agency

(*Continued from Page* 1)

portedly accounted for more than half of its sales.

The company also sold its main plant in Lakewood, O., and stopped making sewing machines in the U.S. in a retrenchment program designed to permit it to compete with low-cost foreign sewing machines.

White since has been importing parts and machines from abroad, mostly from Japan. The company later closed 30-35 of its 160 leased sewing machine departments in department stores (AA, Dec. 16, '57).

Although White finished 1957 in the red, AA was told, the company will show a profit for 1958. White plans an expanded national ad budget of between $100,000 and $250,000 this year, AA learned.

White is the second account with which F&S&R will have parted company in two weeks. F&S&R and Pennsylvania Tire Co. announced (AA, Dec. 22) that they would part Jan. 1 after five years. The tire maker since has named Penn & Hamaker, Bedford, O., to succeed F&S&R (*see story on Page* 15). #

Adds Mexican Supplement

Transporte Moderno, Spanish-language publication serving the transport and materials handling field in Latin America, will begin carrying a Mexican supplement with its April-May issue. The supplement will be bound into the 4,000 copies of the magazine currently circulating in Mexico.

GENIE-US—*Thomas J. Lipton Inc.'s Wishbone division will launch its "biggest" promotion with this color page in Ladies' Home Journal for February, then with ads in Good Housekeeping and newspapers in 200 markets. Allmayer, Fox & Reshkin Agency, Kansas City, is the agency.*

FCC Okays Triangle's KFRE Buy, Whitney 2-Station Purchase

WASHINGTON, Dec. 31—Two big tv purchase deals were on the list today as the Federal Communications Commission finished 1958 by approving a number of radio and tv station sales.

The tv sales included purchase of WKTV, Channel 2, Utica, and WKAL, Rome radio station, for $4,000,000 by Mid-New York Broadcasting Corp., headed by Gordon Gray and controlled by Paul F. Harron and his wife. Also the purchase of KFRE, Fresno radio and tv station, by Triangle Publications for $3,000,000.

Radio sales approved by the FCC included purchase of WVIP, Mt. Kisco, and WNRC, New Rochelle, for $325,000 by VIP Radio, which is 50% owned by Plymouth Rock Publications, owned by John H. Whitney. #

Newsprint Price Hike in Spring Called Possibility

NEW YORK, Dec. 31—Some local representatives of Canadian newsprint mills and some paper jobbers believe the possibility of a price hike in newsprint is in the making, and that it may materialize this spring if economic factors are favorable.

The current contract base price for newsprint here is $135 a ton. This price was held since early 1957. There have been reports of price shading occasionally on spot shipments, ranging from $12 to $16 a ton under the current contract price, but lately there has been relatively little activity in the spot market.

North American newsprint capacity in 1959 will approach 10,000,000 tons, an increase of more than 500,000 tons. Demand is expected to be slightly more than 8,000,000 tons. Thus the newsprint industry in 1959 will probably be operating at less than 84% of capacity, about the same level as in 1958, the Newsprint Information Committee reports.

Going into the new year, the report notes, producers find a measure of encouragement on two scores. Advertising and circulation increases are in prospect with the upturn of the U. S. economy, and there is the likelihood of increased newsprint consumption. #

Dunay, Hirsch & Lewis Moves

Dunay, Hirsch & Lewis Inc., New York agency, has moved to new quarters at 270 Madison Ave.

Last Minute News Flashes

Byrne Leaves MacManus Post to Join Hockaday

NEW YORK, Jan. 2—John H. (Jack) Byrne has resigned as vp of international operations at MacManus, John & Adams to join Hockaday Associates in the new post of senior vp and executive assistant to Margaret Hockaday, president. Mr. Byrne joined MacManus in 1953, and last January was appointed to organize the agency's international setup. Among his reasons for switching to Hockaday, Mr. Byrne told ADVERTISING AGE, was his belief that "as the advertising business trends toward technocracy, many product messages are being drowned in a whirlpool of similarity," and that "the compact agency featuring creativity with a wallop is re-emerging as a true *tour de force*."

Davey Will Join Aubrey, Finlay Agency Feb. 1

CHICAGO, Jan. 2—Bruce C. Davey, advertising manager of Ekco-Alcoa Containers Inc., Wheeling, Ill., will join Aubrey, Finlay, Marley & Hodgson Feb. 1 as an account executive. His successor has not been named. The Ekco-Alcoa account moved last month from Gordon & Hempstead to the Aubrey, Finlay agency (AA, Dec. 15).

NIAA Poll Finds Most '59 Budgets Will Be Bigger

NEW YORK, Jan. 2—A poll of advertiser members of the National Industrial Advertisers Assn. indicates 1959 industrial advertising and promotion budgets will be higher than they were in 1958. Here are the survey results from NIAA's president, John C. Freeman: 62% said 1959 expenditures would be greater; 21% said budgets would remain the same; 16% said they'd be less. Of those anticipating higher budgets 50% said space advertising would account for the increase; 56% said they'd be spending more in business publications; 54% said promotion would receive more money than in '58. Members participating in the survey reported on the over-all size of their appropriations—10% reporting their budgets will exceed $1,000,000 in 1959; 8% that the figure will run from $500,000 to $1,000,000; 31%, from $200,000 to $500,000; 17%, from $100,000 to $200,000 and 31%, up to $100,000.

Smith, Peake Resign from Dodge News Bureau

NEW YORK, Jan. 2—Leigh Smith, manager of the Dodge news bureau, and Miraed Peake, director of women's activities, have resigned their positions. Mr. Smith is expected to join the public relations department of Young & Rubicam; Miss Peake's future plans are not known. The news bureau is part of the local operation of Grant Advertising, which handles the Dodge account.

Heineman, Kleinfeld Adds Revlon's Thin-Down

NEW YORK, Jan. 2—Revlon has named Heineman, Kleinfeld, Shaw & Joseph to handle advertising for Thin-Down, a formula for weight reduction and figure control, previously placed through Dowd, Redfield & Johnstone. Revlon already places two products, Home Beautiful room mist and That Man cologne, through the Heineman, Kleinfeld agency.

Weinman Bros. Names Schram; Other Late News

• **Weinman Bros.**, Chicago, manufacturer of waste baskets, magazine racks and gift packages, has appointed Schram Advertising Co., Chicago, to handle its advertising and pr, effective immediately. Sander Rodkin Advertising, Chicago, is the previous agency.

• **Charles Lipscomb**, president of the Bureau of Advertising of the American Newspaper Publishers Assn., has denied reports that New York daily newspapers were not cooperating with each other nor with the bureau in its "total selling" operation for 1959. Mr. Lipscomb said the advertising directors of the dailies here "have worked out a plan for cooperation for the first time in history." He said details would be announced after the Chicago meeting of the Newspaper Advertising Executives Assn. Jan. 19-21.

• **Franklin Spier Inc.**, New York, has made three executive promotions: George H. Lovitt, vp, to exec vp and director; Irving Gruber, head art director, to vp and director, and Stanley Aaron, production manager, to vp and director.

• **New Jersey Bank & Trust Co.**, Paterson, N. J., has appointed Force Inc. to handle its advertising. The account previously was serviced jointly by Force Inc. and Samuel A. Croot agency.

• **Paul L. Bradley**, who resigned as vp and general manager of the New York office of Grant Advertising at the end of November, has joined Kenyon & Eckhardt, New York, in an executive capacity in the merchandising department.

• **James C. Webster**, formerly with the Psychological Corp., has been appointed assistant director of marketing research for Ciba Pharmaceutical Products Inc., Summit, N. J.

• **Motorola's Exec VP Ed Taylor**, annoyed at rumors that Motorola is unhappy with its agency, has taken the unusual step of circulating copies of a letter he wrote to Leo Burnett Co., saying, "Speaking for Motorola, let me say that these rumors are not only untrue but they're diametrically opposed to the fact."

• **Triumph Distributors of New England** has named Gordon & Hempstead, Chicago, to handle advertising of Triumph autos in six New England states. The account bills about $100,000.

• **Terry Galanoy**, former senior copywriter at Erwin Wasey, Ruthrauff & Ryan, has been appointed creative director of Stiller-Hunt Advertising Agency, Beverly Hills, Cal.

• **McCall's** has reported a 14% increase in ad revenue and a 3.1% gain in linage for the first two months of 1959. Ad revenue for the magazine, which lost its editor and publisher, Otis Wiese; its ad manager, William Carr, and 11 others in a wave of resignations in November (AA, Nov. 10), was placed at $2,770,000 for the two-month period.

• **George E. Cummins**, formerly in charge of advertising and promotion of the Associated Press, has been appointed assistant sales and advertising manager of American Geloso Electronics, New York.

• **Reynolds Brooke Brown**, assistant treasurer of the *Toledo Blade*, has been named successor to Amos W. Harnish, treasurer of the newspaper, who has retired after 35 years of association with the Paul Block newspaper interests.

• **Russ Alben**, formerly an account executive with Doner & Peck, has been appointed director of publicity and sales promotion for Jayark Films Corp., New York.

Y&R Promotes 2 Top Execs, Alters Radio-TV Setup

(*Continued from Page* 1)

key roles in its illustrious radio past. Among those mentioned: Sylvester L. Weaver, now a consultant to Kaiser Industries and to McCann-Erickson, and Everard W. Meade, Ogilvy, Benson & Mather vp.

■ But the appointment of Mr. Levathes, a five-year man with the agency, came as no surprise to people within the agency who had

Robert Mountain

Peter Levathes

followed his career. Before getting into the agency business, he was with 20th Century-Fox for 15 years, as assistant to the president and as head of the tv division.

It was the 47-year-old Mr. Levathes who played a key role in helping ABC-TV plunge into tv daytime competition with its so-called "Operation Daybreak" (AA, July 14). Y&R clients sponsor more than half of ABC-TV's new daytime schedule.

Y&R said the expanded radio-tv department, under Mr. Levathes, "will combine programming with time buying, the latter function previously being an integral part of media." It added that "for the time being, Mr. Levathes will also continue as director of the media department."

■ Some observers felt that the agency probably was going outside to look for a new media head, since that appointment was not announced coincidentally with the other changes. Other sources suggested that there were at least three men in the agency who might be in line for the assignment; they called particular attention to William E. (Peter) Matthews, who has been Mr. Levathes' top assistant in media.

It remains to be seen how it will work out in detail, but at the outset it looks as though the expanded tv-radio department will leave a correspondingly shrunken media department, concerned primarily with print. It could not be determined at ADVERTISING AGE's press time whether the media department or the radio-tv department will take over the job of spot tv and radio buying.

■ Mr. Mountain has spent 20 of his 50 years with Young & Rubicam. He took over the top spot in radio and tv in 1955. In his new post, he will handle accounts as well as the new business assignment. #

Eastman Adds Salesmen

John T. Bray, formerly with Cunningham & Walsh, has joined the New York sales staff of Robert E. Eastman & Co., radio station representative. At the same time, Al Carrell, formerly with Sanders Advertising Agency, Dallas, was named to head Eastman's new Dallas office at 211 N. Ervay Bldg. Eastman has added another station to its list—WAMS, Wilmington. Spot sales for this Rollins station formerly were handled by the Rollins group's national sales staff.

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PERCENT OF LIVING'S FAMILIES BOUGHT A HOUSE IN THE PAST 12 MONTHS*

LIVING For Young Homemakers' audience is the most active group of home buyers among *all* monthly or weekly magazines... another proof of the fact that the Time Of Purchase market is the primary market for products for the home and family.

LIVING FOR YOUNG HOMEMAKERS

the Time Of Purchase magazine

575 Madison Avenue
New York 22, N. Y.

*Starch Consumer Magazine Report – 1958

GE Flexes Political Muscles, Plans to Make More Effective Use of Ads

(*Continued from Page 2*)

"A few brickbats were hurled. Some people threatened to boycott GE products. But we also received many letters supporting our stand.

"As for the use of advertising, it's perfectly legitimate in an instance such as this. GE's management has decided that the company will spend money on political education, but not on candidates or parties. We will spend money to research the issues and then present our findings to our employes and the public. It is perfectly legal to support principles and issues but not candidates running for public office."

■ As to whether GE intends to make an issue of the deductibility of advertising expenses for income tax purposes, Mr. Steele said he does not think the matter was or would become an issue.

"The company," he said, "believes in speaking out on issues and in using advertising to say what it has to say. This type of advertising, to the best of my knowledge and belief, is tax exempt. The deductibility of opinion advertising, so far as I know, is legitimate. The company has used advertising frequently in local plant communities to talk about issues. I expect it will be continued. If any question of legality is involved it will become a matter for top management policy decision.

"But, as of now, I believe the operating departments will continue to use advertising for discussing important issues where appropriate. And our experience has been that newspaper advertising for this purpose is very effective."

■ Commenting on how GE's political action program will work, Mr. Steele said that when a national issue arises, it will be researched to find the probable effect of proposed legislation on the company. The findings will then be turned over to an executive committee which will decide what stand if any the company should take on the issue. State and local issues will be analyzed similarly, at the local level by regional executives of the company.

Then the company will use corporate funds for advertising to make known its findings to its employes and the community, Mr. Steele said.

■ "Essentially," he said, "it boils down to very simple principles. Too many business men for too long a time have neglected their responsibility for public affairs. As a consequence, many so-called liberals and others who would like to change our political and economic systems have been causing changes by small degrees. It has reached a point where the survival of the American economic and political systems are at stake.

"Being afraid to speak out can be fatal. Business men, in a sense, have been intimidated from speaking out by a false idea that it will help to strengthen the opposition. For a long time it has been held that if business supports an issue it gives it the kiss of death. This has been over-played.

■ "If business cannot use advertising to support political issues, while that privilege is granted to organized labor, then the vital principle of freedom of speech is involved.

"Business men know, just as labor and political leaders know, that change or improvement in the political climate starts at the grass roots, at the local community level."

■ Mr. Steele stressed that the GE program is not anti-labor. "As business men," he said, "we merely want equality of opportunity with labor. I am not one," he added, "who believes in the outdated but once advertised myth that there is a controlled labor vote. That's a myth.

"It is the money needed to communicate, and the time to prepare the materials, and the manpower to disseminate that the unions can and do supply so effectively as to be nearly irresistible.

"For long-range effectiveness," Mr. Steele said, "we believe there are four basic needs which must be satisfied as business men approach their public responsibilities.

"**1.** We must be willing to invest the time and money necessary to approach our public responsibilities in a planned and organized fashion, just as we would approach our other managerial responsibility.

"**2.** We must agree to be willing to study and evaluate and understand the economic impact of government practices, policies and legislation on our companies, or industry generally, and on our economic system. This involves looking at the small items that are only a little bit socialistic, as well as the larger issues that no one can fail to recognize. Whether we arrive at socialism in little bits and pieces or in a few gigantic legislative steps, makes little difference in the end result.

■ "**3.** We must have the moral courage to adhere to the important economic principles that form the bulwark of our free system and refuse to compromise those principles for short-term commercial advantages or for political favor.

"**4.** The final prerequisite," Mr. Steele said, "is to admit our ignorance of the political system of our counties, our states or our country; to admit that if politics is a dirty business, we have helped make it so by our negligence; and to now finally accept our responsibility to understand politics and to participate.

■ "We believe," Mr. Steele said, "that there are four kinds of political work for business men, specifically, managers in General Electric, if you will, to do. Briefly, these are:

"**1.** Work in the local plant community and state to improve the local business climate.

"**2.** Participation in the legislative process—both state and federal—by providing a spokesman on vital issues.

"**3.** Providing leadership and inspiration and the means for understanding, by managers at all levels, of the political facts of life.

"**4.** Actually getting out and becoming a part of a partisan political organization and working with it.

■ "We are certain," Mr. Steele said, "that effectiveness in public affairs does not come from the work of a few expert specialists in the company or from expert lobbyists or the occasional public speeches of top management people. We believe the company can make a constructive contribution to good government only if its managers throughout the country accept these four kinds of work as their responsibility and do their best to encourage other business men to do likewise.

"It is not the job of the new government relations service in GE to do this work, but rather, to provide the research and planning necessary to help GE managers be as effective as possible. Any reliance on a collection of universal geniuses from some headquarters' Ivory Tower is certain to be a waste of time and unworkable."

■ "Then there is the matter of seeking out opportunities to make constructive contributions to legislation, rather than just being opposed, of knowing the background and personal special interests of legislators.

"Another kind of political work for managers is to provide the inspiration and leadership to understand the political system of their communities—practical political education, if you will. You may have heard of the Syracuse Plan. There, 22 manufacturing companies developed a teaching program within a committee of the Manufacturers Assn. of Syracuse. Using their own manual, they offered courses for 20 to 30 management men in a group which ran two to three hours one day a week for eleven weeks. Local party leaders from both parties participated. This started last spring, and by now several hundred business men from these Syracuse companies have completed the course.

■ "In essence," Mr. Steele said, "it all boils down to this: Business men must earn for themselves as citizens through their political work—both in campaigns and between campaigns—the right to help determine platforms and to help select candidates.

"The business man who stands before his congressman with his hat in his hand asking the congressman to vote for or against such and such a bill stands there usually as an unknown quantity counting for one vote. But the business man who has met the prerequisites I have outlined is known to his congressman as a man willing to consider the public interest, willing to invest in political education, willing to discuss controversial issues, willing to work for the improvement of his community. Such a business man's voice begins to become the respected voice of the many and not just the voice of one." #

Clarke Joins Honolulu Gas

Allan Clarke, for the past three years an account executive in the San Francisco office of Batten, Barton, Durstine & Osborn, has been named advertising and sales promotion manager of the Honolulu Gas Co., a position he held previously from 1954 to 1955.

A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

EL PASO LEADS NATION
IN PERCENTAGE BUILDING INCREASE
WITH 97.7% GAIN

For the first 11 months of 1958 over 1957, El Paso is first in percentage gain of the top 50 cities surveyed by Dun and Bradstreet.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Dr. Wright takes the stand for **electronics**

What is your present work in electronics, Dr. Wright?
Vice President In-Charge-of-Operations-and-Engineering at Tung-Sol Electric Inc., a leading manufacturer of electron tubes, semiconductors, tv tubes, lamps, power supplies, flashers, selenium and silicon rectifiers.

How many people are at Tung-Sol?
Approximately 6,000.

Briefly, what is your background in electronics?
Twenty-two years with Tung-Sol.

How many years have you been reading **electronics**?
It goes back over twenty years..

Why have you continued to read it?
After all, this is a very technical and rapidly changing industry. I don't know which is more important, the editorial or advertising. They both help us to keep up with what's going on in the world of electronics.

It has been said that leading publications build a "personality" for themselves. This is a quality that cannot be measured with facts and statistics. How would you characterize the "personality" of **electronics** magazine?
It's not too highbrow, yet it's not a gossip sheet. It's an excellent middle-of-the-road job of reporting technical and business developments. **electronics** *does a down-to-earth reporting job.*

If it's about electronics, read it in **electronics**.

electronics

Published WEEKLY plus the mid-year electronics BUYERS' GUIDE

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

ABC ABP

KRON is TV in SF

San Franciscans are sold on KRON-TV

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